

PERSONALITIES

By George F. Taubeneck

Development of Specialty Selling Formula

The fifth instalment of the editor's story on the Development of the Specialty Selling Formula by John H. Patterson, founder of the National Cash Register Co., appears on this page. Readers who knew John Patterson are invited to submit anecdotes about Patterson and his methods—incidents which might be illustrative of any of the material they may read herein. These anecdotes will be incorporated into the general story, with full credit given to those who send them in to us.

Already four anecdotes of this nature have been reported to us by readers of this series. These anecdotes will be inserted and correlated into future instalments.

Birth of the Sales Manual

Like a wife's unerring ability to see through a husband's excuses, John Patterson's understanding of the "mass mind" was uncannily penetrating. We say "uncanny," because at that time the science of psychology was still more a philosophy than a science, and authoritative studies of mob spirit had not yet appeared on the scene. Patterson probably wouldn't have known about them anyway. Yet his intuitive induction matched later scientific deduction on the subject almost unerringly.

For example: He felt that the differences between persons, and their reactions to common stimuli, were much fewer than their points of similarity.

For that reason, he figured the selling process could certainly be standardized and systematized.

The Primer was the first step toward this standardization. Second was the Book of Arguments, which in short order, indeed, was expanded into the Manual—the first publication of its kind ever issued. (Hope you're not getting tired of hearing that Patterson was "first" to do something. Please don't—that's the main point of this story.)

The Manual was devised to assist salesmen in meeting any and every situation which might arise, so that no N.C.R. man should ever be caught flat-footed. Samuel Crowther says: "The Primer contained the sales talk; the Manual contained an answer to every possible question that a prospect might ask."

"It was all in line with his thought that there was only one best way of doing anything and that when that one best way was found all should follow it."

"In the Primer—in attempting to lay down the exact words which each salesman should use—he hit upon something absolutely new, and in the

manual which followed, he also hit upon something absolutely new."

Every day, reasoned Mr. Patterson, salesmen everywhere were hearing objections made by prospective purchasers. And each day, somewhere, good salesmen were answering those objections. One salesman might hit upon the proper "come-back" to a certain objection, while his fellow agent in another district was finding the answer to another objection. If only he could get them all together!

Patterson believed that all of his men should not only have the benefit of the methods used by the top-notchers, but be made to follow suit. He would, therefore, gather all these best answers, and make them into a manual available to all salesmen.

He sent letters to his men out in the field, requesting their answers to such arguments as these:

"I don't need one in my business."

"Times are too hard."

"I cannot spare the money."

"My present system is satisfactory."

"I promised my wife not to buy anything unnecessary."

"Your company makes too big a profit."

When the answers to these questions had been gathered, they were sifted and put together to become an integral part of the first sales manual. As first issued, it was divided into four principal divisions: Salesmanship, Approach, Demonstration, and Closing Arguments.

The section on salesmanship dealt with such subjects as self-respect, knowledge, enthusiasm, system, reasons why some salesmen fail, how to cultivate a territory, working a field closely, door-to-door canvass, samples, advertising material and how to use it, how to fit up a hotel room for demonstration purposes, equipment of office salesrooms, dignity and poise, personal appearance, and other general instructions.

Chapters on "Approach" discussed introductions, first interviews, critical sales situations, attention-getting devices, and answers to the usual objections encountered by salesmen.

"Demonstration" was a section consisting of advice to the salesman on the care and feeding of his mental and physical systems, correct demonstration of all cash register models, and proper ways of receiving callers. It emphasized the importance of winning the confidence and respect of store clerks.

The fourth section, "Closing Arguments," discussed ways and means of getting the prospect's signature on the order blank. At every opportunity throughout the entire manual it was pointed out, and reiterated emphatically, that every salesman should keep himself in the background and the registers to the fore.

Many statements made in the first manual might well be read, even today, by any man selling goods

through personal solicitation; and several excerpts, we think, are well worth printing here.

Not only should they be valuable to salesmen, but prospective customers should appreciate them, too; for they may help inculcate new respect for good salesmanship, and provide a gauge for measuring the merit and sincerity of individual salesmen who may call. Here they come:

"Do not intrude your personality on the notice of the prospect, but try to make him forget you and become absorbed in studying the register. To do this, you must forget yourself."

"You must get him (the prospect) interested at the start, and hold and deepen that interest until you are through with him. Watch him carefully while you are talking, and avoid long pauses."

"The surest way for a salesman to arouse and keep up the interest of the prospect is to have a genuine interest in it himself. No matter how many times he has gone over the same ground, the salesman must not let the demonstration become an old story and so recite in a half-hearted, humdrum manner."

"Always demonstrate as if the goods were as new and wonderful to you as they are to your listener. Make every demonstration enthusiastic and fresh. This can be done, but it will require you to be always at your best and full of genuine love for your work."

Obstreperous salesmen who had so viciously opposed the "canned sales talk," and refused to commit the Primer to memory, were actually enthusiastic in their reception of the new Manual. Not only did it solve many of their most difficult problems, but it was pleasing to the salesmen's ego, inasmuch as they knew—and were told again and again—that it contained information which they themselves had contributed.

(Parenthetically, it might be noted that the content of the Manual underwent frequent change, just as did everything else in the Patterson organization.)

One of Patterson's most heavily stressed items of sales instruction was: "Don't talk machines; talk register; talk the prospect's business."

Salesmen learned from the book what the cash register would do, and why; but how the machinery worked was knowledge which Patterson felt did not especially concern them.

Always the Manual had one objective: to make the prospect understand the proposition, not merely to triumph over him in a series of arguments, or to worry or coax him into placing an order.

Birth of the 'Economy' Argument

The "economy argument"—which is based on the theory that it is more economical to buy a certain product than to be without it—really started with Salesman Crane and the Primer. It was Crane's own special selling "slant." As a retailer he had learned that keeping expenses down was fully as important as keeping volume up; and so he always contrived to twist his presentation of the cash register's features around to their money-saving propensities.

Peering into the Future



General Household Utilities distributors attempt to forecast 1936 possibilities. (1) R. C. Hager, Arnold Wholesale Corp., Cleveland, and Bill Colen, Colen-Gruhn, Inc., New York City. (2) James Pierce, Pierce-Phelps, Inc., Philadelphia, Walter Custis, Arnold Wholesale Corp., and H. C. Bonfig, General Household Utilities vice president.

It became a lead-all talking point with almost every N.C.R. salesman—a point that grew stronger and stronger, and was stressed more and more, as individual salesmen learned by happy experience how effective it was. During the periods of depression it was used almost to the exclusion of every other "slant."

Throughout the "canned" sales presentation, the loss of profits due to poor record-keeping was hammered home. It was pointed out to each prospect that he could not know how much he was losing—or making—unless he kept track of his total receipts by machine.

Most merchants countered with, "I can't afford such an expensive machine as the cash register." Crane would reply without hesitancy, "That's just the reason you should have one." This come-back is so familiar to all salesmen today that it probably never occurs to them that once it was a brand new idea. At that time it was not only new, it was revolutionary!

Even today this argument is calculated to take a prospect slightly off guard. N.C.R. salesmen who used it found that the prospect would invariably ask, "Why?" Whereupon the salesman would launch into his ready-made economy talk. Any merchant, the salesman would declare, is already paying for something he actually needs in his business, whether he has it or not. Then he would illustrate this statement with one of Patterson's famous yarns.

The story concerned a purchasing agent who was convinced that the register would save his company \$100 a day, but who put off buying until the matter could be submitted to the board of directors.

When the board meeting rolled around, the agent presented his proposition. When the directors had heard him, the president asked, "How long have you known about this system?" To which the purchasing agent replied, "About a week."

From his pocket the president then

took seven \$100 bills, and threw them across the room. "Let that be a lesson to every man in this organization," he said. "You have thrown away \$700 of this company's money by not buying that machine a week ago."

The economy movement was amplified and emphasized in the Manual. Sometimes it was carried to remarkable, and even slightly illogical, extremes. For instance, some prospects would maintain that the cash register company was making too much profit. Here is what the salesman would say if he followed the Manual's instructions:

"I really don't know how much profit we make on this or any other register, and I do not believe that anyone could possibly ascertain with accuracy just how much it is."

"For the sake of argument, however, we will admit that it is all profit; that this register which we sell for \$500 costs nothing."

"If this is true, our profit on this \$500 register is \$500. You will admit that it cannot be more."

"That settles the profit the company makes on the sale of this \$500 register."

"Now let's see what your profit is: 'If the register saves you \$1 a day, it will save you, in round numbers, \$300 the first year.'

"The company's profit at the end of one year, therefore, is \$500, and yours is \$300, the company having made \$200 more than you."

"At the end of the second year, your profit is \$600 and the company's only \$500."

"You, therefore, are \$100 ahead of the company."

"In 10 years, your profit will be \$3,000 while the company's profit still remains at \$500, and you are \$2,500 ahead."

"As a matter of fact, then, it is not a question of how much the company makes, but of how much you make."

(To Be Continued Next Week)

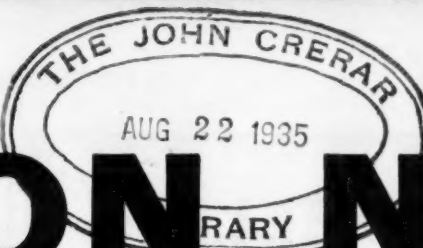
Stewart-Warner Distributors Swap Specialty Selling Ideas at Convention



(1) Many Stewart-Warner distributors brought their wives to Chicago with them. (2) Swapping sales stories in the Silver Forest. "Our refrigerator has certainly encouraged us." (3) "It's been the same way with us. You know, just the other day . . ." (4) Harry Lever, Capitol Electric Co., Atlanta, winner of an Executive Award for his 1935 sales work, and S. Rogoven of S-W.



Stewart-Warner distributors caught by the candid camera during their recent meeting in the Drake Hotel, Chicago. (1) "That Ferrodyne metal tube series will open a new field in radio reception." (2) "What about this radio bonus plan?" (3) "That concentrated sales promotion and advertising campaign is made to order for us." (4) All lit up—by candle light!



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Chrysler Corp. to Handle Airtemp As a Subsidiary

Moyer, Chapman, Staley & Baker Will Direct Organization

DETROIT—Airtemp, Inc., formed last year by Walter P. Chrysler, Jr., as an independent agency to market the air-conditioning products of the Amplex division of Chrysler Corp., has been bought by the Chrysler Corp., and will be operated in the future as its wholly-owned subsidiary.

New Airtemp president is B. T. Moyer. Other officers are: E. S. Chapman, vice president in charge of manufacturing; A. C. Staley, vice president in charge of engineering; and I. C. Baker, general sales manager.

In the future, Airtemp will both manufacture and sell Chrysler air-conditioning equipment. Amplex will continue to manufacture other equipment for Chrysler Corp., exclusive of air-conditioning products.

As in the past, sales will continue to be handled through distributors already established in 25 of the country's principal cities.

Airtemp is now outfitting a large extension of its production facilities in the Chrysler plants in Detroit.

H. C. Jamerson, formerly sales manager of Airtemp, will be general manager of United Air Conditioning Corp., which, under the new arrangement, will become the organization's factory branch for the metropolitan New York City area.

Officers Elected by Reorganized EH&FA

CHATTANOOGA, Tenn.—The reorganized Electric Home & Farm Authority elected officers last week and set about to devise a plan of operation for the financing of purchases of electrical appliances, electrical farm machinery, and plumbing equipment in all parts of the country.

Operations of the Authority, limited heretofore to the states of Alabama, Georgia, Mississippi, and Tennessee, will embrace the entire country and will extend into urban as well as rural territory, EH&FA officials declared.

Officers elected last week were Morris L. Cooke, administrator of rural electrification, president; Max O'Rell Truitt, solicitor of the Reconstruction Finance Corp., general counsel; William A. Weaver, treasurer; and A. T. Hobson, secretary. G. D. Munger continues as commercial manager.

EH&FA makes no direct loans to purchasers of electrical appliances, but does purchase individual contracts through dealers.

These credit facilities, say EH&FA officials, will be open equally to all dealers able to meet the necessary requirements.

Under the plan of operation employed up to this time and likely to be followed at least in its main outlines hereafter, consumers in the EH&FA financing areas have bought their appliances and equipment from dealers on low monthly payments.

The payments were collected by the local utility or other central agency and billed to the consumers with their monthly charges for electricity. The utility or other agency then forwarded the payments to EH&FA.

The dealer received his money immediately after the purchase was completed, upon selling the consumer's paper to EH&FA, in accordance with commercial financing practice.

Annual Nema Meeting to Be Held Oct. 7-11

NEW YORK CITY—Annual meeting of the National Electrical Manufacturers Association (Nema) will be held Oct. 7 through Oct. 11, at the Palmer House hotel, Chicago.

Baumgardner's in Toledo to Handle S-W Line

TOLEDO—Baumgardner Distributing Co., former R.C.A. outlet, has been appointed distributor for Stewart-Warner refrigerators and radios. James Baumgardner heads the firm.

30,000 G-E Liftops Have Been Sold By Utilities

CLEVELAND—Approximately 100 executives of public utility companies in mid-western and western states attended the second mid-summer utility conference sponsored by the Specialty Appliance and Incandescent Lamp departments of General Electric Co. at Nela Park here Aug. 12 and 13.

Opening day of the conference was given over to a discussion of sales, merchandising, and advertising plans for the G-E refrigerator, range, and dishwasher, while the second day was devoted to a lighting program. Air conditioning and the "New American" home plan also were discussed.

The public utility can play an increasingly important part in the merchandising of electric home appliances, speakers emphasized. A. M. Sweeney, sales manager, said that despite increased sales of electric refrigerators, the saturation point still is low.

He compared electric refrigeration saturation with automobile saturation and pointed out that in one city, among families with incomes of \$1,000 or less, 52 per cent own automobiles while less than 4 per cent own electric refrigerators.

Discussing sales of electric ranges, J. R. Poteat, manager of the range division, said that during the first six months of 1935 only 19,323 electric ranges were sold by the entire industry. Sales for the same period of 1934 were 64,057 and for the first six months of 1935 they were 105,000.

This was an increase of 64 per cent for the first half of this year over the first six months of last year. He stressed the importance of utilities' merchandising electric ranges and supporting dealer merchandising.

"Electric ranges today are 25 per cent more efficient than they were six years ago," he said. "We have just gone over factory reports on the G-E heating unit, Calrod. We find that out of 750,000 Calrod heating units in use, only 250 have been returned to the factory because of failure. That is only 33/1,000ths of 1 per cent, which is an indication of the perfection found in the heating element of range manufacture."

"To provide for the low income (Concluded on Page 3, Column 1)

Smith Is Appointed Apex Sales Manager



C. W. SMITH

CLEVELAND—C. W. Smith has been appointed sales manager of the Apex Rotarex Corp., with headquarters here, reports Apex Vice President R. J. Strittmatter.

Mr. Smith was formerly manager of the company's Midwest division. He joined Apex in 1919 and was manager of the Michigan and Pittsburgh divisions before taking charge of Midwest division in 1933.

\$5,401,510 Loaned by FHA Agencies in One Week

WASHINGTON, D. C.—Banks and lending institutions of the country who are cooperating with the Federal Housing Administration program, extended a total of 17,433 insured modernization and repair notes, amounting to \$5,401,510 during the week ending Aug. 3.

This brought the total business done by financial institutions in insured modernization and repair notes since the beginning of the FHA program about a year ago to 291,879 loans, amounting to \$114,169,554.

Westinghouse Puts Many Accessories On New Models

MANSFIELD—To help retail salesmen in their efforts to crack the late summer market, refrigeration division of Westinghouse Electric & Mfg. Co. has introduced two new household electric refrigerator models, the "Ambassador" and the "Crusader," which are distinguished by their complete accessory equipment.

The "Ambassador" supersedes models DL-78 and DP-78 in the Westinghouse line, and the "Crusader" takes the place of the DL-54 and the DP-54 models. Specifications of the new models are identical with those of the superseded models.

Price of the new models remains the same as the units which they supersede, which, according to the (Concluded on Page 3, Column 3)

San Diego & Houston Report Record Gains In Sales This Year

Reports received last week from San Diego, Calif., and Houston, Tex., showed that in these two good-sized cities sales of household electric refrigerators to users are running well ahead of sales made during the comparative period in 1934.

During July, sales to users in San Diego county were estimated at 1,150 units, according to J. Clark Chamberlain, secretary-manager of the Bureau of Radio and Electrical Appliances of San Diego county.

This sales total breaks all monthly sales records for the county, and pushes the total for the year ahead of sales made during all of 1934, Mr. Chamberlain declares. Total estimated number of refrigerators sold thus far this year is 3,825 units.

Electric refrigerator sales by units in Houston and vicinity at the end of the first seven months of this year totaled 6,700 units, almost equaling the total of 7,100 electric refrigerators sold during the entire year of 1934, reports G. W. Pattillo of the Houston Lighting & Power Co.

Houston has approximately 50 dealers, who operate 70 retail stores.

'Summer Slump' Is a Fallacy of Modern Business—and Refrigeration Dealers Prove It with Record Sales

"The most stupendous popular fallacy of American business today," says *Graphic Arts Monthly*, "is the old nightmare of the 'summer slump.' It's as fixed as the number thirteen, and as basically unsound as spilled salt and broken mirrors."

"The 'summer slump,' the heat of Southern Spain, didn't force Columbus to wait until 'Labor Day'—he sailed in mid-summer!"

"George Washington didn't retire to the shade of Mount Vernon when it got hot. He took active command of the Continental Army in the heat."

"In the 'dog days' of August, the Puritans set sail for a new world. . . . Singer sold his first sewing machine. . . . the first section of the Atlantic cable was laid. . . . Lincoln began his debates with Douglas in the heat of the Illinois prairies. . . . first oil was struck at Titusville. . . . first street car line was operated in this country. . . . a thousand gold-seekers left the northwest for the Klondike. . . . Europe began the greatest war in history. . . . the French stormed the Bastille and started the French Revolution. . . . England stopped the dominance of Spain by defeating the Spanish Armada. . . . the first locomotive steam train chugged out of a Baltimore & Ohio station for the West."

"All of these things happened in mid-summer."

"Fifty years ago, 80 per cent of the entire population of the country played checkers by the fireside from November until April. They never heard of a 'summer slump'—unless it was to slump into a straw mattress, after 15 hours in the hay field!"

"And the boys who sold to these hayshakers, sold to them standing in the sun alongside of a rack of hay. . . . these boys never heard of the 'dog days.'"

"Those were the golden days for the forerunners of the modern salesmen. . . ."

Biechler Reports Best July in History of Frigidaire Corp.

DAYTON—Household electric refrigerator sales of Frigidaire Corp. were greater in July than in any previous July in the corporation's history, E. G. Biechler, president and general manager, declared last week. The previous high July was in 1929.

Mr. Biechler credited intensely hot weather and buying power that was held back during the cool spring months for the record volume.

All indications, according to Mr. Biechler, are that the late summer and fall months will result in material increases over the same periods in former years.

Backing up this forecast, the two Dayton plants of Frigidaire will operate under decidedly better manufacturing schedules the last half of August and in September as compared with the same six-week periods in previous years. Shifts have been lengthened from 36 to 40 hours a week in many departments.

Electric refrigeration dealers and salesmen are trying to turn this August into "golden days" for them, by a vigorous campaign of late-summer merchandising. They're out to break the bugaboo of the "summer slump," once and for all.

Here's how some of them are going about it, as related in this issue:

"Canvassing, Seeing User, and Working 'Post Card' Direct Mail Campaign Keeps Dealer Too Busy to Worry About Season," page 2.

"Norge Salesmen Give Formula for Proof-Selling, Ways to Close Various Prospects," pages 4 and 5.

"Dulux Booklet Gives Help for Salesmen," page 5.

"Feature Popularity Contest' Increases Floor Traffic of Morris' Dealers," page 7.

"Advertisements for Old Refrigerator Gets New Prospects," page 7.

"Well Illustrated Advertising Based on FHA Helps West Coast Dealer," page 7.

"Models Operating from Truck Make Desserts at Prospect's Home," page 7.

"Check-Back through List of Pre-Depression Prospects Helps Small-Town Dealer," page 7.

"Replacement Sales Build Volume During 'Dead' Months for Alabama Dealer," page 9.

"Both Favorable and Unfavorable Comment Used in Novel Advertising Campaign," page 9.

"Salesmen Rewarded for Placing Units in Homes on Trial," page 9.

"Intensified Advertising, Special Offers Mark Distributor's Anniversary Drive," page 9.

"Hampton, Ga., Dealer Makes an Event of Carload Order and Sells 'Em All in a Week," page 11.

"No Vacations but Contests with Week-End Trips as Prizes Help Burns Set New Record," page 11.

"77 Members of G-E Outlet in Waterbury Win Trips to Factory," page 11.

"Lehleitner Will Take Leading Dealers in Contest to Detroit," page 11.

In addition to these news stories there are additional features dealing with "Specialty Selling" methods such as the weekly feature "Sales Idea of the Week" by V. E. "Sam" Vining (page 11); another weekly feature "Sales Contests and How to Run Them" by John Kumler (page 2); and an installment of Editor George F. Taubeneck's story of the development of the specialty selling formula (page 16).

U.S. Checks into Payment of 5% Tax by Dealers

Government Studies Files on Multiple Jobs and Sale Of Reconditioned Units

Indications that representatives of the U. S. Treasury Department are on a drive to clean up the "odds and ends" of collections of the Federal 5 per cent excise tax on household electric refrigerators are contained in a letter which ELECTRIC REFRIGERATION NEWS has received from Refrigeration Service, Inc., a refrigeration parts wholesaler in Los Angeles.

According to this letter, the Treasury representatives have been checking into the files of dealers in new and reconditioned refrigerators, to see if units used in multiple installations were purchased tax free and sold without the tax being paid, and to determine if reconditioned refrigerators have been sold without the tax being paid.

It is pointed out in the parts supplier's letter that some of the Treasury men don't seem to be very clear on just what is the correct interpretation of the tax law, with some of the men apparently under the impression that if a dealer or service company takes a used refrigerator, overhauls it, and adds any parts whatever, in so doing he is subject to the Federal excise tax as a manufacturer.

As this matter is of considerable importance to the industry, particularly since the tax has just been continued by Act of Congress for another two years, ELECTRIC REFRIGERATION NEWS appealed immediately to the Treasury Department for an official interpretation governing multiple installations and reconditioned refrigerators, but despite repeated requests for the interpretation no information was divulged until last week.

The interpretation made at that time by D. S. Bliss, deputy commissioner of the Bureau of Internal Revenue, is as follows:

"You are advised that cabinets for multiple control installations are components for household-type mechanical refrigerators and are properly subject to the tax imposed by section 608 (b) of the Revenue Act of 1932, when sold for such use or when so used by the manufacturer thereof."

"Compressors are taxable under section 608 (b) of the Revenue Act of 1932, when sold separately by a manufacturer to any person not a manufacturer or producer of refrigerators or refrigerating or cooling apparatus, if such compressors are suitable for use as a part of or with multiple control household-type mechanical refrigerators."

"A reconditioned used refrigerator is not taxable. However, if any of the components enumerated in section 608 of the Revenue Act of 1932 are used in repairing a refrigerator, the manufacturer of such parts is liable for the tax based on his sale price."

Text of the letter telling of the activities of tax collectors on the West Coast, is as follows:

Refrigeration Service, Inc.
3109 Beverly Blvd., Los Angeles

Editor:
Representatives of the Treasury Department invaded the Los Angeles area a few weeks ago and have been playing havoc with a number of small refrigerator manufacturers and also dealers who have been engaging in the business of selling multiple unit installations.

It seems that when the Federal Excise Tax went into effect in 1932, a great amount of confusion existed as to what was and what was not taxable. As a result, a number of small concerns paid no attention.

The present representatives of the Treasury Department are now engaged in checking the books of practically all refrigeration concerns in this territory in an effort to determine whether material was used by these companies which was purchased by them tax free and sold without tax being paid to the government.

Our own company investigated this problem as soon as the tax went into effect, and finally obtained special rulings in 1932, exempting all parts which we sell to the trade with the exception of the well known refrigerator components. On these items we have been paying tax to the manufacturer in order to make it unnecessary for us to make remittance to the government direct.

(Concluded on Page 3, Column 4)

SPECIALTY SELLING

Canvassing, Seeing Users & Working 'Post Card' Campaign Keeps Dealer Too Busy to Worry about Seasons

By T. T. Quinn

DETROIT—The trouble with most small refrigeration dealers, if you ask A. J. "Jack" Lewis, manager of the Wagner Electric Co., 12022 Linwood Ave. here, is that they let the larger dealerships tell them when their selling season begins and ends.

"Just because a department store, or some other large dealer, figures its season for selling refrigerators is over, it doesn't mean that our season is over, too. Not by a long shot. When the large dealer's list of prospects is all worked out, some of ours may be just getting around to the buying point.

"In a business as small as ours, it doesn't pay to judge your own season by the big fellow's."

And that, in so many words, just about sums up the Lewis selling philosophy—that, and an intensive penny-postcard direct mail campaign, which carries Wagner Electric's sales messages to customers and prospects every month in the year.

July was the best month, in electric refrigeration, that the company has ever experienced. Sales so far this year are 165 units. And August is expected to be another satisfactory month.

But that isn't all. September is going to be better than August. To quote Mr. Lewis:

"This warm weather isn't going to stop with the end of August. And a lot of prospects that the boys have been working on this month are going to be ready to buy in September."

For Mr. Lewis and his four salesmen—Gordon L. Reid, M. A. Saltis, J. J. Ross, and John A. Howat—there is no strict refrigeration selling season. Through their direct mail campaign, they "plug" refrigerators—as well as other electrical appliances—all during the year; naturally, they work a little harder on them during the warm months. But whenever they hear of a prospect, they call on him—and wherever they think there's a chance for a sale, they try to make it, regardless of the season.

How? By close adherence to two of the fundamentals of specialty selling: house-to-house canvassing, and "using the user."

Campaigns, drives, stunts—there's none of this in the Wagner Electric Co.'s organization. With a group of experienced salesmen, such tactics are not necessary, Mr. Lewis believes.

All of the salesmen have had several years of refrigeration experience—two of them with Westinghouse's Detroit retail operation, which was abandoned just this spring. Such men aren't selling refrigerators because of the campaigns and prizes. They're in

business to make a living. They know refrigeration, and they know how to sell it—without benefit of contests.

With men of this type, little management is needed. Mr. Lewis doesn't try to govern where, when, or how they work. Their hours, and tactics, are their own—and only results count. A favorite method, Mr. Lewis says, is to call on users and obtain names of prospects from them, or to rely on "tips" from friends.

One man, however—Gordon Reid—has made an excellent record through almost exclusive use of the house-to-house canvass. Joining the sales staff after an absence of some months, he found most of his prospects gone, and his user-contacts slim.

Working in a territory of about 10 square blocks, near the Wagner Electric Co.'s office, this salesman developed his canvassing technique to such perfection that he led the group in sales during July, the company's banner month.

In closing a number of his sales, Mr. Reid used a rather unusual combination of canvassing and "using the user." As he explains it:

"An old gentleman in my territory was an enthusiastic booster for electric refrigeration. He took a liking to me, and to help me with some of my sales, he used to go with me to call on prospects who were friends of his.

"He'd walk into a home and say, introducing me: 'This man's here to sell you an electric refrigerator.' With him along, I always received the prospect's attention, whether or not I'd made a call at the home before. Once, through this man's help, I made a sale on my first call."

Reid's success with canvass calls, Mr. Lewis thinks, has shown some of his other salesmen the value of this method of obtaining prospects. With scattered territories, he points out, selling costs rise—to say nothing of the "reward" which the tipster or user naturally expects for furnishing the successful lead.

Another important source of sales

Sales Contests & How to Run Them

NO. 3—SALESMAN CALLS ON PROSPECTS, LEAVES HIS CARD; OFFERS BONUS TO SALESMEN WHO CAN FIND THE CARDS

By John Kumler

Sam Davis, president of the Hupmobile-Illinois Co., found that he could get vigorous hustling out of his salesmen by collecting the current prospect lists from all the salesmen, and quietly slipping out into the field and calling on a few of them—not on a sales mission, but just to "get acquainted."

He'd leave his card—signing his name on the back of it and ask two things of the prospect:

1. Don't tell anyone I've been here or that you have this card.
2. If my salesman comes back this

week, give him this card.

Then he'd tell the boys at his next sales meeting:

"I've called on some of your prospects. I left my card. If you fellows can bring 'em in (find them) I'll give you \$1.00 a piece for them—this week only. And if you bring in the order at the same time—I'll make it \$5.00."

Sam never pulled this stunt more than a couple of times a year, but he says:

"You never saw so much hustling around by those boys. And they always closed a few sales, too."

leads, Mr. Lewis has found, are his own service department men. These men repair all manner of electrical appliances, from radios to ranges, and in their calls are given an opportunity to see for themselves just how well the home is equipped.

But this source hasn't been as prolific as Mr. Lewis thinks it should. "Only about 30 per cent of our prospects come through service men," he says. "The only reason the percentage is that high is because we keep after our men all the time."

"But this service man proposition doesn't work out as well as some people seem to think. These men are not salesmen—and, since they haven't been taught to observe what's around them, they miss a lot of good prospects. They come to a home to repair a radio, or a range, or a washer, or a lighting fixture—and, unless they're reminded repeatedly to look around and see just what electrical appliances the person has, they're apt to do the repair job without noticing anything else about the house."

"We are always reminding our service men to keep their eyes open and notice what appliances are in every home they visit, and what condition these appliances are in. We try to make them feel that it's a part of their job."

One of the foundation stones of Wagner Electric Co.'s success is that the company never lets a customer or a prospect forget that it's still in business.

About 3,000 of the store's best customers and prospects are circularized monthly—sometimes about refrigerators, other times about washers, radios, vacuum cleaners, or other products which the company sells.

Expensive, you say? Not the way Mr. Lewis has worked it out. For the company reaches its 3,000 picked families every 30 days for \$30—through an ingenious penny-postcard mailing plan.

"We figure we can keep a customer or prospect on our direct mail list four years for less than 50 cents, even if we sent him a card every month," Mr. Lewis explains. "Of course, he's not on every mailing list we get up. We have a pretty good idea of what appliances he's interested in, and we usually send him just the cards which have to do with that particular thing."

"For instance, last fall we had a

lot of reconditioned radios, which we sold at bargain prices. We cleaned out the lot in no time at all. While we were selling these radios, we talked to the prospect about buying an electric refrigerator. In that way, we picked up a lot of good prospects."

"This spring, we went after those people with our direct mail cards, and kept them thinking about us until our salesmen could get around to call. A good many of our 1935 sales were made to these prospects."

"These post cards have been a big help to us in promoting sales. We had great success with them last fall, in connection with Philco radios."

One of the cards is a general announcement card, which will serve for any of the company's products.

Another card offers a "cash reward for the name of any prospect you may give, leading to the sale of any electrical appliance."

A third card tells the prospect that owning a refrigerator is one sure way to beat the high cost of living.

The fourth card carries the same sales message as the third, with emphasis on the savings which an electric refrigerator makes possible. "That daily trip to market in the boiling hot sun is no longer necessary," reads the fifth card.

"An electric refrigerator enables you to buy meats, dairy products, fruits, and vegetables, and keep them in perfect condition from week-end to week-end."

"The Wagner Electric Co. will gladly send one of its experienced refrigeration men to explain the many advantages and the efficiency of a modern refrigerator. Simply place this card in an envelope and mail to (salesman's name), Wagner Electric Co."

DEPENDABLE

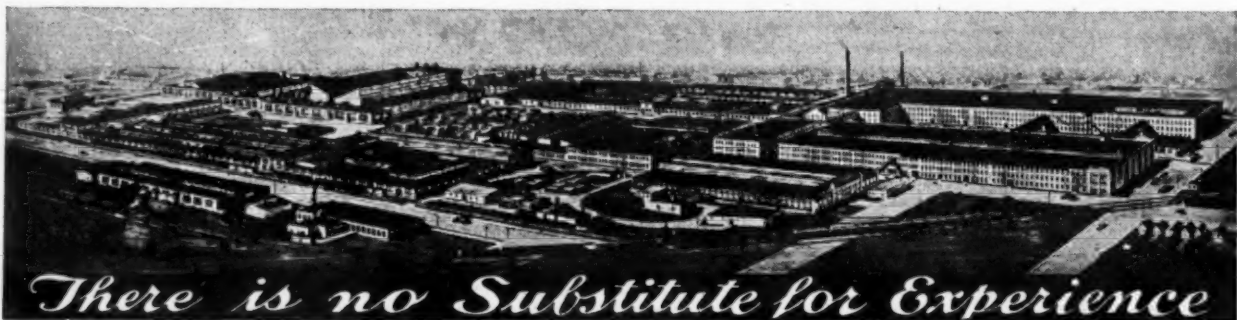
The hot, humid days of August make stern demands on commercial refrigeration and air conditioning equipment. It is at this season of the year that Servel products particularly demonstrate their long-established ability to render dependable service under severe operating conditions. And it is at this season of the year that Servel dealers, capitalizing on the complete satisfaction of old users, make many profitable sales to prospects who want equipment that can "take it" in Summer weather.

SERVEL

COMMERCIAL REFRIGERATION

SERVEL, INC. Commercial Refrigeration Division EVANSVILLE, IND.

This modern 30-acre plant is the home of Servel Commercial Refrigeration and the world-famous Electrolux, the Servel Gas Refrigerator



There is no Substitute for Experience

Smart, Attractive
INTERIORS
Sell Refrigerators



EVAPORATOR DOORS,
VEGETABLE FRESHENER
and SERVICE DRAWER FRONTS

In our newly developed finishes
of Special Alloy Aluminum

ICE CUBE and DESSERT TRAYS
VEGETABLE FRESHENERS
STORAGE PANS

HOOSIER
LAMP & STAMPING CORP.
EVANSVILLE, INDIANA

**YOU CERTAINLY KNOW
REFRIGERATION PROBLEMS!**



**Ask to see Miller's
Blueprint Service on
RUBBER PARTS**

WHENEVER you have a problem that has anything to do with rubber—remember that you are free to consult Miller engineers without any obligation whatever.

Since this industry was in the blueprint stage Miller has tackled and solved its rubber problems. Filling exacting requirements is our daily routine. An experienced technical staff divides among its members responsibility for rubber parts of practically every leading make of refrigerator.

Compounds which eliminate odor, avoid checking and cracking, retain their "spring", resist deteriorating action of butter, grease, mayonnaise. Our blueprints cannot fail to interest and help the production engineer. Yours for the asking. Just write. Miller Rubber Products Co., Inc., Akron, Ohio.

**IF WE HAVEN'T
THE ANSWER—
WE'LL FIND IT!**

Miller

Sweeney Tells Utility Men That Efforts on 'Liftop' Should Be Separate Activity

(Concluded from Page 1, Column 2) group, General Electric brought out its Liftop refrigerator, which has one-half the first cost, one-half the maintenance cost, and one-half the operating cost of the standard refrigerator," Mr. Sweeney told the utility men. "We organized our factories to produce this refrigerator on a low cost basis. Already, more than 30,000 Liftops have been sold, principally by public utility companies to their minimum bill customers.

"The Liftop refrigerator is proving of great importance to the utility because it is turning unprofitable customers into profitable accounts. Families in the low income group can afford to buy it and afford to operate it. It is the one appliance for this great neglected market.

Push 'Liftop' Sales Now

"Now is the time to push the sale of the small-sized refrigerator. But the Liftop sales activity should be a separate sales activity. Minimum bill customers should be classified, as to credit rating, and salesmen should be sent out to tell the Liftop story—tell how little it costs, how easy payments can be made, how much food it will hold, how little it costs to operate, and how much money the user can save.

"If a family is spending from \$400 up a year for food, the Liftop is a worthwhile investment. From 40 to 50 per cent of a utility's minimum bill customers can afford to buy and pay for the small-sized refrigerator."

Mr. Sweeney pointed to the activity of the Gulf States Utilities Co., which sold 1,500 Liftops within a short campaign and which found that payments were excellent and that the satisfaction of the users was great.

"In terms of public relations alone," he said, "it was one of the finest moves the utility could make, because it has given the low-usage customers a real appreciation of electric service."

Mr. Sweeney also pointed to the greater public acceptance of electric refrigeration as reflected in sales this year. This was the first year, he said, when General Electric May sales were greater than April, June sales were greater than May, July as great as June, and August promising to be almost as great as July.

Technicolor Film Shown

"Three Women," technicolor motion picture produced in Hollywood under General Electric sponsorship, was shown to the utility gathering, while A. L. Scaife, advertising and sales promotion manager, explained that utilities could rent the film for only \$3 per day. He read letters from various utility companies which have shown the picture and which reported big attendance with large numbers of electric appliance prospects as a direct result.

Other speakers on the program included P. B. Zimmerman, manager of the specialty appliance department, who discussed the "New American" home plan sponsored throughout the nation by General Electric in the interest of better homes and electrically equipped homes; W. E. Landmesser, commercial division manager; W. M. Timmerman, commercial refrigeration engineer; J. J. Donovan, manager of the air-conditioning department; J. DeJen, manager of the sales campaign division. Paul Dow was manager of Nela Camp, where utility guests camped during the two-day gathering.

Among those attending the conference were:

E. F. Schmidt and C. L. Proctor, Toledo Edison Co., Toledo; C. F. Schoonmaker, Union Gas & Electric Co., Cincinnati; Herbert H. Webb and K. C. Long, Dayton Power & Light Co., Dayton; A. C. Blinn and L. G. Tighe, Ohio Edison Co., Akron; C. E. Torrey, Ohio Power Co., Canton; E. R. Trevorton, T. O. Kennedy, E. B. Yokum, and Conn L. Dunn, Ohio Public Service Co., Cleveland; B. H. Gardner, Gas & Electric Appliance Co., Columbus; Kenneth Magers and H. C. Blackwell, Union Gas & Electric Co., Cincinnati; H. S. Gillie, Cleveland Electric Illuminating Co., Cleveland.

J. E. North, Electrical League, Cleveland; C. E. Lakin, Greenville Electric Light & Power Co., Greenville, Ohio; C. G. Neff, Southern Ohio Electric Co., Columbus; G. T. Bogard, Sr., Kentucky Utilities Co., Lexington, Ky.; R. J. Malcomson, G. K. Hardacre, George Baldwin, Theodore Blech, and A. H. Schneider, Public Service Co. of Northern Illinois, Chicago; H. G. Hoagland, T. C. Kellogg, I. R. Abbott, and George Wetzell, Illinois Power & Light Corp., Champaign, Ill. Harvey A. Keys and W. H. Hodge, Byllesby Engineering & Management Corp., Chicago; V. H. Moon, Middle West Utilities Co., Chicago; A. P. Lewis, Central Illinois Electric & Gas Co., Rockford, Ill.; W. D. Hart, Illinois Northern Utilities Co., Dixon, Ill.; C. V. Sorenson, Northern Indiana Public Service Co., Hammond, Ind.; O. R. Hogue and G. S. Howland, Commonwealth Edison Co., Chicago; D. D. Hoover, Northern Indiana Public Service Co., Hammond, Ind.; George Fleuhr, Illinois Northern Utilities Co., Dixon, Ill.; J. B. Bailey, Indianapolis Power & Light Co., Indianapolis, Ind.; R. C. Anderson, Memphis Power & Light Co., Memphis, Tenn.; J. H. Feister, Kentucky Utilities Co., Lexington, Ky.

H. H. Chapman, New York State Electric & Gas Corp., Plattsburgh, N. Y.; E. A. Snyder, American Gas & Electric Co., New York City; Phil Powers, West Penn Power Co., Pittsburgh; I. E. Pierce, H. G. Lake, T. S. Cowan, P. Fasoli, and

R. H. Spring, New York State Electric & Gas Corp., Brewster, N. Y.; H. E. Huff, Empire Division, Incandescent Lamp Dept. of G-E Co., Buffalo; R. P. Wagner, Mr. Woodhead, Mr. Haley, and Mr. Waldron, New York Power & Light Co., Albany, N. Y.

Howard Sharp, Niagara Hudson Power Corp., Buffalo; J. G. Reichert, Buffalo General Electric Co., Buffalo; Mr. Daley, Mr. Dudley, and J. M. Costello, Syracuse Lighting Co., Inc., Syracuse; Mr. Wright, Northern New York Utilities, Inc., Watertown, N. Y.; Ray Porter, St. Lawrence County Utilities, Inc., Potsdam, N. Y.; F. S. Hill, Elmira Light, Heat & Power Corp., Elmira, N. Y.

R. R. Brown, T. F. Gessner, E. L. Millis, and F. A. Compton, Detroit Edison Co., Detroit; M. W. Berg, Michigan Public Service Co., Holland, Mich.; C. C. Monroe and Mr. Keenan, Detroit Edison Co., Detroit; J. D. Haftenkamp, Rochester Gas & Electric Co., Rochester, N. Y.; Robert Bair, George Ousler, and R. E. Polk, Duquesne Light Co., Pittsburgh; W. J. Fitzgerald, Detroit Edison Co., Detroit; C. D. Henry, Central Illinois Power & Light Co., Peoria, Ill.; C. W. Kallstedt, Western United Gas & Electric Co., Aurora, Ill.; A. H. Meyer, T. D. Scarff, and Dan Axman, Midland division, Chicago.

Accessories Feature Of Westinghouse' New Models

(Concluded from Page 1, Column 4) data published in the June 12 specifications issue of ELECTRIC REFRIGERATION NEWS, would be \$294.50 for the "Ambassador" with porcelain exterior, \$254.50 with Dulux; \$224.50 for the "Crusader" with porcelain exterior, and \$189.50 with Dulux.

Accessory features which have been included with the "Ambassador" model include a set of six revolving crystal dishes with green glass covers, green glass water cooler with chromium plated acid-resisting tilting faucet, green glass butter dish, chromium finished door on froster, triple storage compartment (salad crisper, refrigerated fruit bin, dairy basket) with chromium finished fronts, and glass defrosting tray.

The "Crusader" has a set of four green glass dishes, green glass butter dish, green glass water cooler with chromium-plated tilting faucet, all-porcelain vegetable crisping pan with cover, fruit basket of rust-resisting steel wire, and glass defrosting tray.

U.S. Probes Payment of Excise Tax On Multiple & Reconditioned Units

(Concluded from Page 1, Column 5)

The biggest item which the auditors are uncovering is, as I mentioned above, multiple installations which they claim are not tax free, so I am writing to determine whether ELECTRIC REFRIGERATION NEWS ever published any information regarding tax on such installations. I am under the impression that it did, but because of the time required to go through all the issues of the proper period, I am wondering whether you can tell me without too much trouble, in what issue of the News, is any, the necessary information on such ruling can be found.

I am just wondering whether you cannot also render a considerable service to the dealer and service company portion of your readers by furnishing in the next issue, all such information similar to that which we hope to gather together. In our position as a supplier of refrigeration parts, we have had many requests for information on this point during the last few weeks in which the Federal auditors have been working

in this territory and I am sure that if the correct information could be furnished that a great deal of doubt would be removed from the minds of many dealers in the industry.

Publishing of an authentic piece of information in the News might be used as a means of preventing a lot of useless questioning in checking up by the representatives when they approach the refrigeration dealer and service company.

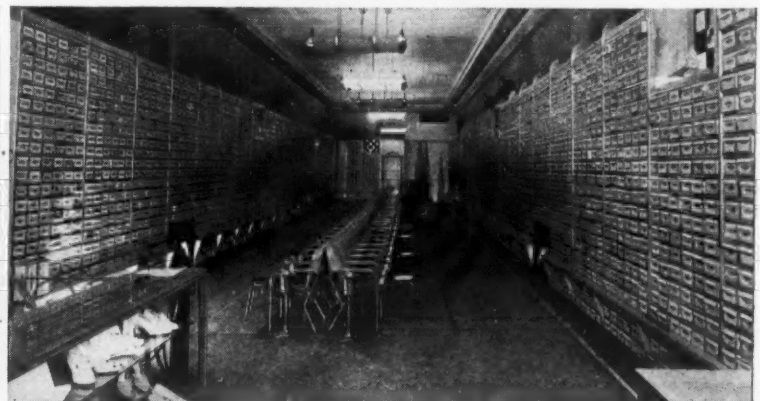
One point I might mention in this connection is that the men working here seem to be under the impression that if a dealer or service company takes a used refrigerator, overhauls it and adds any parts whatever, in so doing he is subject to Federal Excise tax as a manufacturer, upon selling this refrigerator. According to our idea of the tax, it is a manufacturer's tax primarily and not one to be applied to second-hand men and if this ruling is correct, the result will be a double tax on many refrigerators which were sold subsequently to June, 1932.

L. P. ROTH.

The patrons of Arthur's Dress shop in Wilmington, Delaware, are kept comfortable by a "Freon" air-conditioning system installed by Westinghouse.



Maling Brothers' "Freon" air-conditioned shoe store, Chicago, Ill. System installed by Frick Co., Inc.



Because safety of human life is always
the first consideration, responsible
individuals specify
"FREON"
as the air-conditioning refrigerant

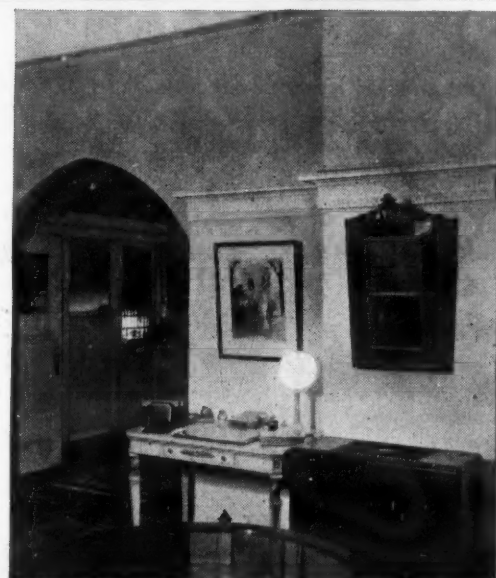
(Lower left) Customers of the Washington Shoe Repair and Shine Parlor in South Bend, Indiana, enjoy the comfort provided by a "Freon" air-conditioning system installed by Servel.



(Lower right) In Phoenix, Arizona, clients and tenants are cooler in the First National Bank Building, due to a "Freon" air-conditioning system installed by Westinghouse.



(Right) A "Freon" air-conditioning system was installed by General Electric in Edw. F. Petrie jewelry store, Indianapolis, Indiana.



THE refrigerant most widely used in air-conditioning and modern refrigerating systems is "Freon." That is because "Freon" is completely safe—non-toxic, non-flammable, and odorless when mixed with air. Even if a leak should develop in the system, the escaping "Freon" could not harm human beings or merchandise.

There lies the basic reason for the overwhelming popularity and success of "Freon."

Railroads must consider the safety of their passengers and crew; res-

taurants—their patrons and staff; department stores, specialty shops, haberdashers, barber and beauty shops—their customers; architects—their clients; business heads—their employees; building owners—their tenants; and so on right through the many categories. Air-condition-

ing adds immeasurably to comfort. "Freon" safeguards health and life.

When you call on any prospect for the purpose of recommending air-conditioning, be sure to include in your sales story an explanation of the advantages of specifying "Freon" as the refrigerant.



FREON

REG. U. S. PAT. OFF.

a safe refrigerant

KINETIC CHEMICALS, INC., TENTH & MARKET STREETS, WILMINGTON, DELAWARE

SPECIALTY SELLING

Norge Salesmen Give Formula For Proof-Selling, Ways to Close Various Prospects

A Sales Manual Written By Real Salesmen

Editor's Note: This year Norge has been putting in the hands of its salesmen a unique Sales Training Manual. It consists of extracts from letters written by Norge salesmen themselves in answer to questionnaires.

These questionnaires were designed to get the exact procedure followed by leading salesmen in selling a refrigerator—tracing every step from finding the prospect to closing the deal.

Editors of the News felt that this big, thick book represented a piece of monumental research; and obtained the permission of Advertising and Sales Promotion Manager James Sterling of Norge, and Vice Presidents Corry Faude and Gerald Stedman of Cramer-Krasselt to summarize some of the findings.

This article is an attempt to condense, extract, and correlate some of the many practical principles which may be found in this work.

Covered in this particular installment are the Norge salesmen's ideas on proof selling, closing the sale, answering objections, and outside selling methods.

THE salesman must reach the housewife and convince her that the purchase of an electric refrigerator is not a drain on the family purse. The day of reckless buying without regard for money or product is gone. Convincing proof must be supplied on each selling point.

Types of proof include proof by trial, comparison, testimony, test, demonstration, specific statement, and reference.

Specific statements are more credible than general opinions. For instance, compare the two statements beginning: "A number of housewives have recently said . . ." and "Thirty-two housewives whose names I can give you have told me . . ." The salesman should have specific statements—to prove every assertion that might be doubted in any way.

Test is a potent form of proof. Manufacturers of electric refrigerators have literature on tests made by the factory which is available to the salesman for use in his sales presentation. Local current consumption tests may also be referred to.

Trust companies and banks owning large properties—hotels, apartment buildings, etc.—often conduct tests of various makes of refrigerators to discover which would operate most economically, which would make ice faster, and which had lowest service upkeep and maintenance costs. Results may be quoted by the salesman to prove assertions made.

Sometimes the company making the test refuses to give reports of the results in order to prevent unfavorable publicity for those competitors who do not win the order. In such cases, an agreement can be made that all replacement business be given to the winner. If the salesman's company is the one receiving the business—he may use this as a point in "proof selling."

A demonstration or proof that appeals to the senses is often more readily accepted than a technical explanation. The salesman should persuade the prospect to participate in the demonstration—he ought to make her feel, listen, taste, and smell the refrigerator's advantages whenever possible.

Another form of proof—and one of the most convincing—is testimony. There are three principal types—testimony of original owners, testimony of local owners, and testimony of respected mechanics, engineers, and authorities.

Testimonials obtained from original owners may read something like this: "To our knowledge we have one of the first Blank units ever introduced into this community, and we are to this day satisfied with its unflinching service . . ."

The salesman should secure written testimony from local owners. The actual letters, or photostatic copies, are more believable and more effective than typewritten reproductions. This form of testimony is exceptionally effective because it can be checked by the prospect. The owner can be found and questioned, and the salesman might suggest, when showing the testimonial letter, that the prospect telephone the owner in question.

Testimony of Local Experts

Many prospects who are not mechanically inclined will sometimes have faith in the testimony of local mechanical experts—garage men, mechanics, local engineers, or college

authorities in the city. If you can sell units to men like these, their testimony usually becomes invaluable.

A form of proof that may be used to back up a point advantageously is the "reference" type. It is wise for the salesman to read the household pages of women's magazines, to be conversant with the statements made by the various institutes such as Good Housekeeping, McCall's, etc.

Proof by trial use is the most convincing form of proof. If a dealer has the capital to provide the large stocks necessary for this purpose, many sales can be made through placing units in the homes of prospects for a week on trial at no charge.

The salesman should tell his prospect emphatically that he does not use general assertions, but makes a practice of having evidence, testimony, and facts to prove each claim made. Proof selling is frequently more effective when you tell the prospect about it.

Closing the Sale

The psychological moment for the salesman to ask the prospect to buy is when she has grasped the story presented, and all negative ideas and objections have been dispelled. To talk more is useless and often dangerous. Once the mind is made up the prospect wants to act, and if not permitted to do so immediately goes stale and feels disinclined to make the purchase.

Tactful questions should be raised from time to time to see which way the prospect is leaning. The final appeal is nearly always in the form of a suggestion.

Some salesmen fail to close because they think the closing process is a separate matter from the rest of the presentation—something which should be tackled on at the end. As a matter of fact, the time to close may occur at any moment during the presentation.

Others fail because they believe they should lead up to the close cautiously. Timidity loses as many sales as tactlessness. A straightforward bid for an order seldom offends any prospect. Closing suggestions should be made frequently. Too much caution often breeds further caution on the part of the prospect.

Sometimes salesmen fail to close because they think they should wait until the prospect indicates of her own accord that she is ready to buy. To such men let us reiterate: The closing suggestion should come from the salesman.

Many salesmen fail because they fear that a premature attempt to close will scare off the prospect and spoil the sale. They should remember that the average prospect does not resent tactful suggestions.

There are four principal types of closing methods: the query, the summary, the reserve, and the dramatic.

In the question method of closing, the salesman reviews agreements he has reached during the course of the presentation and demonstration.

After the sequence of reaffirming commitments, he asks whether there is any reason why the prospect should not have the refrigerator delivered immediately to save further losses incurred through not possessing the refrigerator. This will automatically

lead to a discussion of terms and arrangement for purchase and delivery.

The summary method is similar to the query method except that it does not require reaffirming answers. The salesman summarizes points brought out in relation to buying motives, stressing particularly those in which the individual prospect has shown most interest.

In the reserve method, the salesman makes a number of trial closes, during the progress of the presentation and demonstration. If the close fails, he always has something in reserve to use.

The dramatic method of closing assumes that the salesman has gone through the presentation and demonstration. He then uses some dramatic means to compare the actual money cost with the actual savings won. For instance, he may show the prospect a blank check filled in for the amount representing her loss if she does not buy the refrigerator.

Show Low Operating Cost

One dealer says: "We sometimes keep a refrigerator on demonstration in the home as long as two weeks in which time the current bill is sent to them. The small charge for power to operate the refrigerator goes a long way in closing hard sales."

Naming users is a well-known method of clinching a sale. A list of owners pointing out special users such as mechanics, engineers, professors, and leading citizens is effective.

The meter plan of paying for a refrigerator by depositing a small amount—say, 15 cents—daily, is used by many salesmen as a closing method.

Formula for Closing

Another salesman gives his formula for closing as follows:

"When I notice the wife look at her husband and she doesn't speak, her mind is made up to buy. She is waiting for the husband to say the word. I never wait for him to say 'yes.' I always have the contract papers in my inside pocket and pull them right out, with my chart giving monthly time payments, and close the husband for the completion of the sale."

"This method is far better than waiting for him to say 'yes.' If you ask him for his decision, he will say, 'I will think it over' and the sale is pending until some smart salesman calls and you are out of luck."

Answering Objections

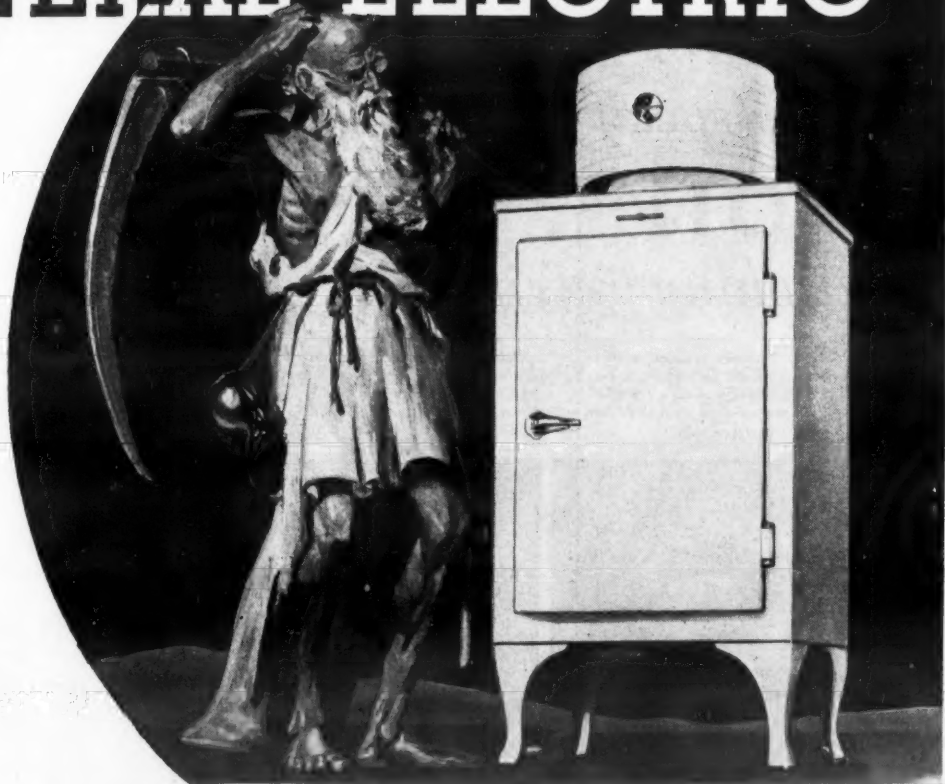
Standard objections to buying a product usually number four—"I don't need it," "The price is too high," "I will wait a while," and "I am satisfied with what I have now."

Benefits Year Around

In selling electric refrigerators, the salesman can meet the first objection with pointing out the benefits the appliance gives to every family every day and month of the year—stressing the point that no family can afford to be without an electric refrigerator.

By building an appreciation of electric refrigeration use-values and pointing out that the savings and terms of paying justify the purchase, (Concluded on Page 5, Column 1)

TIME is stumped by GENERAL ELECTRIC



BONDERIZING..

lengthens the life of the **FINISH**



What the refrigerator salesman should know about Bonderizing is contained in a new book describing the process. It illustrates the results of laboratory tests on various finishing methods and shows why Bonderizing "Holds paint to Steel". Send for your copy.

TIME waits for the ageless, trouble-free mechanism of the General Electric Refrigerator. He is "stumped" by the rugged and sturdy all steel cabinet.

Supplementing the matchless performance of the sealed in mechanism, the cabinet is designed and finished to withstand the highly corrosive conditions to which a refrigerator is subjected.

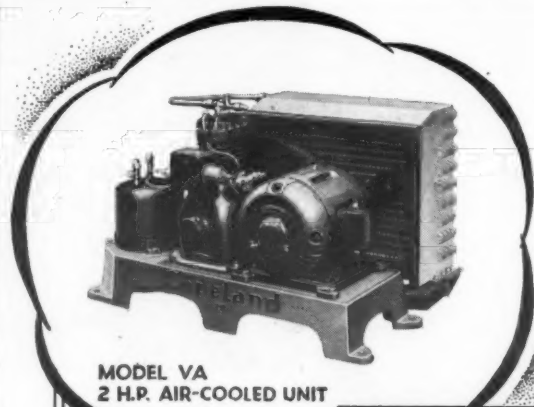
Under the enamel is rust prevention by Bonderizing. Bonderizing assures greater adhesion for the applied finish and prevents the development of rust. It stops the spread of rust from dent or scratch. The customer will appreciate knowing about this extra feature. PARKER RUST-PROOF COMPANY • 2197 E. MILWAUKEE AVE., DETROIT, MICH.

PARKER

RUST-PROOFING

processes

BONDERIZING • PARKERIZING



MODEL VA
2 H.P. AIR-COOLED UNIT

30 models
to fit all
Installations

COPELAND

COMMERCIAL UNITS

EVERY COPELAND unit that leaves our plant is an outstanding example of precision engineering and precision manufacturing. The smoothness and high efficiency of every Copeland unit is built in—and built in to STAY! This organization takes a justifiable pride in designing, engineering and building refrigeration units that can "stand up and take it" on the job—any time, all the time and for years to come! Copeland has the ability, the experience and the product. That is why more and more installations everywhere are going COPELAND.

If you are in Commercial Refrigeration to stay, you will find it more profitable to sell the line that's built to stand up and take it! Write!

COPELAND REFRIGERATION CORPORATION
Manufacturers of a Complete Line of Household and Commercial Refrigeration
Holden Ave. at Lincoln . . . DETROIT, MICH.

Copeland
DEPENDABLE Electric REFRIGERATION

Sell
THE LINE
THAT'S BUILT
to STAND UP
AND
Take it!

18 Years DEVOTED
EXCLUSIVELY TO
Electric
REFRIGERATION!

How to Meet Objections and Methods of Selling in the Prospect's Home Outlined by Norge Salesmen

(Concluded from Page 4, Column 5)

the salesman can build up a realization in the prospect's mind that he cannot do without the appliance.

In the case of the third objection—"waiting a while"—the salesman should point out the health risk, loss in money savings, inconvenience and discomfort, and so on, to make the prospect desire to own an electric refrigerator at once.

The fourth objection is harder to cope with if the prospect already owns some leading make of refrigerator. If he still uses ice refrigeration, the objection may be removed by electric refrigeration arguments. If he is using a make of refrigerator thrown on the market at a price bargain during the depression, or an "orphan" which is hard to service, he usually succumbs to arguments pointing out the plus-values of the refrigerator being sold.

Other objections—more intangible ones—include defense objections (those arising from a defense mechanism which brings up objections because the prospect really desires to buy but feels she shouldn't); objections arising from incomplete understanding; objections arising from dislike of the salesman; and objections arising from dislike of the dealer represented.

The salesman should realize that these objections are alibis the prospect uses to avoid doing what she really wants to do and should be met with arguments pointing out the actual savings the purchase of an electric refrigerator will make.

Objections arising from misunderstanding mean that something has slipped in the presentation and demonstration. The salesman should be careful to miss nothing in the initial presentation and these objections will not arise.

The salesman should remember that his mannerisms, personality, etc. all play an important part in a sale. Negative habits in the salesman may create objections to the purchase.

Facilities, policies, and practices of the dealer whom the salesman represents is important in gaining the prospect's decision to buy.

The salesman should meet objections with facts. He may turn objections into proofs of advantage or he may use indirect resistance. If the salesman is clever he can twist objections into arguments in favor of the purchase.

Indirect resistance accomplishes its end without arousing the opposition and antagonism that the "You are wrong" theme might cause. If the salesman tactfully uses the "Yes, but—" method he will find he is much more successful in persuading the prospect to think his way.

In handling objections the salesman should remember the following things:

He should treat every objection with respect—if he belittles the opinions of the prospect he is sure to antagonize him and lose the sale.

He should not let objections throw him off balance, but treat them as if they were reminders of important advantages of the product he is selling.

The salesman should remember that long, detailed answers are liable to exaggerate the importance of the objections. Concise answers meet with more success.

Sometimes a prospect gives many objections which conceal the true objection he has to the purchase. The salesman's job is to find the real objection and deal with that.

When the objection has been answered, the salesman should immediately go back to constructive selling and not give the prospect a chance to argue.

Finally, the salesman should never argue. He must be diplomatic. If a salesman wins the argument, he is likely to lose the sale. If he loses, he probably loses the sale, too.

Outside Selling

Many women, who want electric refrigerators but are afraid of straining the family purse-strings, stay away from the store-selling influence for fear they might weaken and buy. Salesmen should reach these women in their homes and educate them to the fact that electric refrigeration can largely finance itself.

To counteract the proverbial "sales slump," outside selling is needed the year around, particularly in the summer. People stay away from the hot business streets in warm, humid weather and, as a result, store traffic declines. The salesman who visits the home to sell his refrigerators on sultry, summer days will usually find that the hot, tired housewife doesn't especially care to work, and that she is often more sympathetic toward his story of electric refrigeration and its benefits at that time than during any other season.

An analysis of 1,000 electric refrigerator sales of all types has shown that husband and wife play an equal

part in making the buying decision. Thus, it may be seen that it is wise for the salesman to get both husband and wife together to listen to his sales presentation. The home is the logical place to arrange such a demonstration. The salesman should make good use of evening hours to sell prospects in the home.

The survey also shows that office sales are apt to be closed more successfully during the morning hours, store sales during the afternoon hours, and home sales in the evening. According to the same study, the percentage relationship of floor prospects to the place closed is as follows: home, 66 per cent; store, 30 per cent; and office, 4 per cent.

Outside selling differs from store selling mainly in the development of prospect finding and methods to get past the front door pleasantly. Cold canvass is probably the most efficient way of finding prospects in outside selling, but some salesmen have a dislike for house-to-house canvassing. In that event, he can use other

methods such as following the ice man, enlisting the help of delivery men or meter readers, etc. The salesman should try to get as many people as possible to cooperate in digging up prospects for him.

Canvassing method of one dealer is to use a short introductory talk at the door step, and leave a small pamphlet and a small article that may be used later in the refrigerator. His main aim is merely to get acquainted, not to sell at the first meeting.

Salesmen should remember to avoid the apparently trivial but really important things that annoy the housewife in the "home approach." If one salesman irritates a housewife too much, she is liable to judge all salesmen by that individual salesman.

The housewife is annoyed by the salesman who becomes sarcastic over a turn-down—she likes to know that listening to the sales presentation does not obligate her in any way to buy.

She resents being told that because some other woman in her neighborhood bought a refrigerator, she should do likewise. She likes the salesman to be brief and to the point, and she frequently dislikes the dapper, flattering type of salesman. The go-getting, high-pressure type of salesman often fails to sell the housewife, who does not like to be rushed into a decision. The housewife is irritated by the

salesman who rings the doorbell loud, long, and urgently. Another little idiosyncrasy of the housewife is a distaste for being addressed as "Madam." The salesman can obtain her name from the telephone book, or directory, or some other source before he approaches her at all.

Various methods of getting past the front door have been used. One dealer says that in order to get past the front door he goes to the back door, where the housewife is often already in the kitchen. In this way, he says, it is easier to get into the kitchen to point out where an electric refrigerator could be placed to advantage or to take the temperature of the ice box.

Another dealer states that he presents a small thermometer to the ice-using prospect. He makes a point of placing the thermometer in the ice box himself and pointing out to the housewife the dangers of refrigeration over 50°.

Offering to test the radio or tubes, asking to see the ice box for valuation purposes, showing a ruler and suggesting that it might be a good idea to measure a spot for an electric refrigerator are other means of getting past the front door. Some salesmen state that they are making a survey of users of electric appliances as an excuse for getting inside the house.

Dulux Booklet Gives Help for Salesmen

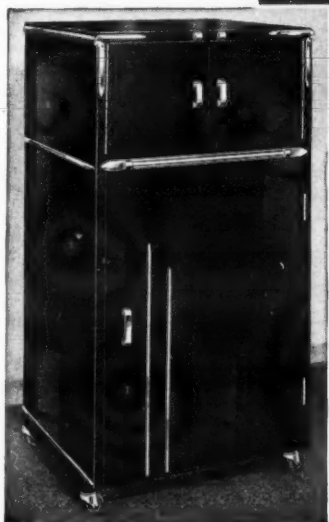
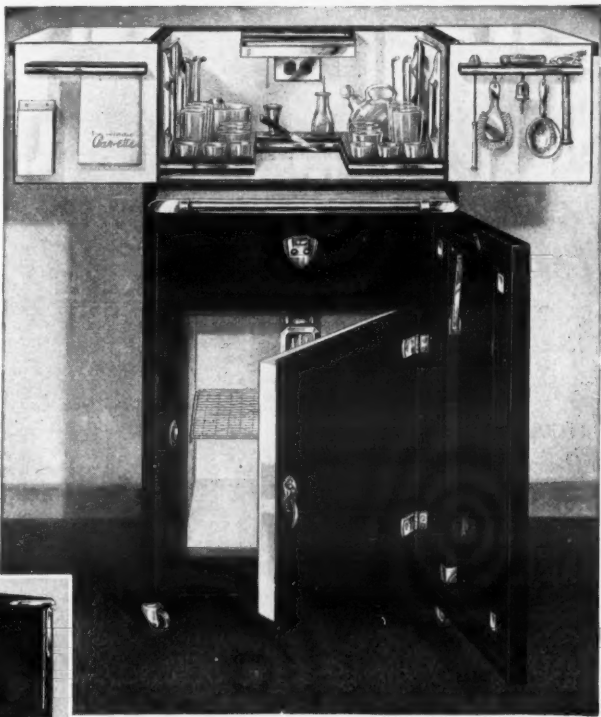
WILMINGTON, Del.—A new booklet on the use of Dulux as a finish for electric refrigerator cabinets and other household products has recently been issued by the finishes division of E. I. du Pont de Nemours & Co., Inc. The booklet is titled, "Selling Made Easier by Dulux."

Included in the booklet is a summary of opinions from a number of electric appliance dealers, most of whom said they found that customers were influenced in buying at a recommendation of the different parts and materials in the appliance.

The booklet lists a number of tests, which have been made with Dulux under various conditions, to indicate its beauty and durability as a finish.

Included are the exposure test, in which the finish retained its luster after exposure to the weather for 20 months; the grease test, to indicate its resistance to stains; the hammer test, to indicate that the finish will not chip or flake; and others designed to test the durability of Dulux.

At the back of the booklet is a list of features, summarized to give salesmen a number of points to use in promoting Dulux-finished appliances.



Bar-ette Equipment consists of: 6 Beer or Lemonade Glasses; 6 Old Fashions; 6 Whisky; 6 Chrome Mixers; 2 Chrome Trays, Wine Decanter; Ice Cube Bowl; Bitters Bottle; Jigger, and all the Gadgets shown on both doors; removable refuse container; towel bar.

Electric Invisible BAR-ETTE
Portable - Complete with Refrigeration.

Here is the natural addition to your line of Household Refrigerators—an "entertainment" unit of wide appeal

Prospective purchasers are numerous—private offices, hotels, clubs, apartments, yachts, summer cottages, and all-year-round homes.

The striking beauty of this ultra-modern unit with its exterior of shining Ebony and Chrome attracts attention immediately in window or floor display—and sales follow quickly.

A Second Refrigerator In The Home

Every live dealer can list many homes in which are needed a second refrigerator—particularly one with the many exclusive features of the Electric Invisible Bar-ette. Ample ice cube supply—large refrigerator capacity—extra storage space for bottled goods in the top, and complete with a full set of Dunbar Glassware, Chrome Service Trays, and innumerable handy gadgets, In-a-Door removable Serving Table.

Easily portable on noiseless castors the Bar-ette can be used at will in dining room, recreation room, living room, sun parlor or porch. Storage, mixing and serving of liquid refreshments when and where they are desired—and double convenience outlets in the top permits grilled sandwiches, or other "tasties" for the evening "snack" from the same convenient unit.

We have a profitable sales plan for wide-awake dealers. Write for particulars.

Electric Invisible Kitchen and Bar-ette
Covered by Patents Pending

An Electric Refrigerator and Kitchen Combined in one complete Independent Unit

Transforms a Hotel Room or Apartment into a kitchenette without structural changes, room alterations or special wiring, and with little or no installation costs.

Ideal as an entertainment center in recreation rooms in homes. Conveniently compact for summer homes, studio bungalows, etc.

Today the demand is for compact kitchenette facilities and hotels and apartments are planning to meet this demand.

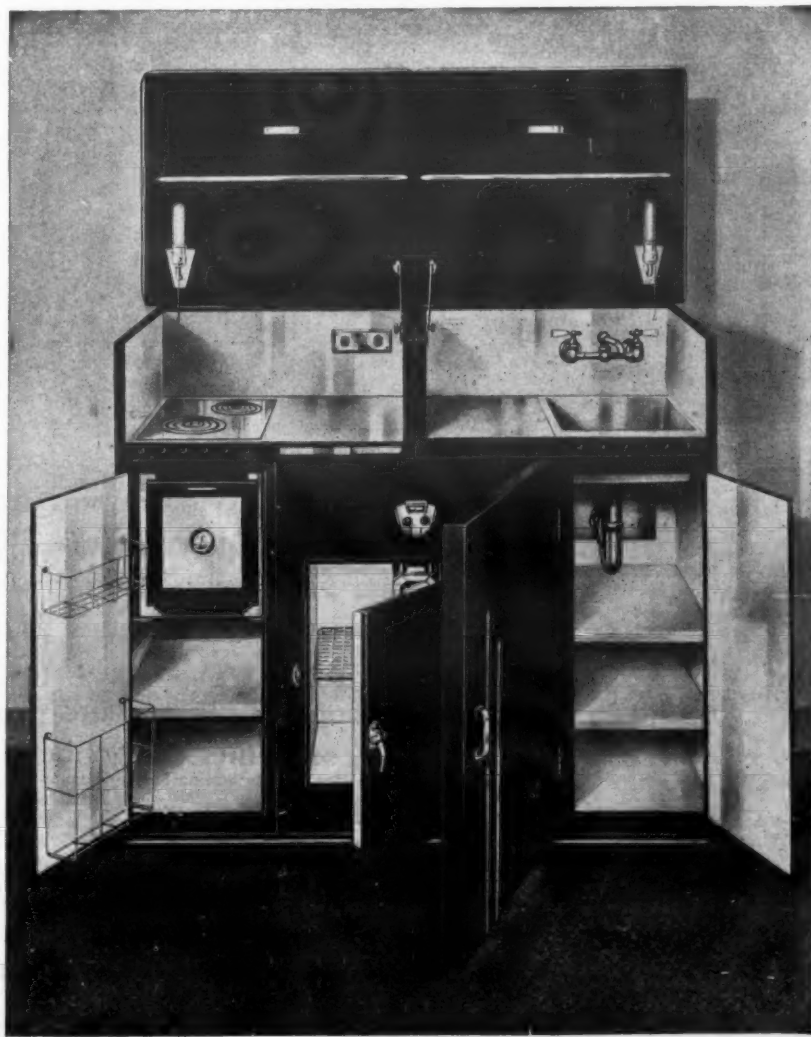
Here is your opportunity to invade a profitable volume market without assuming a load of engineering and installation expense. There are five different models available, which meet almost every space and room condition.

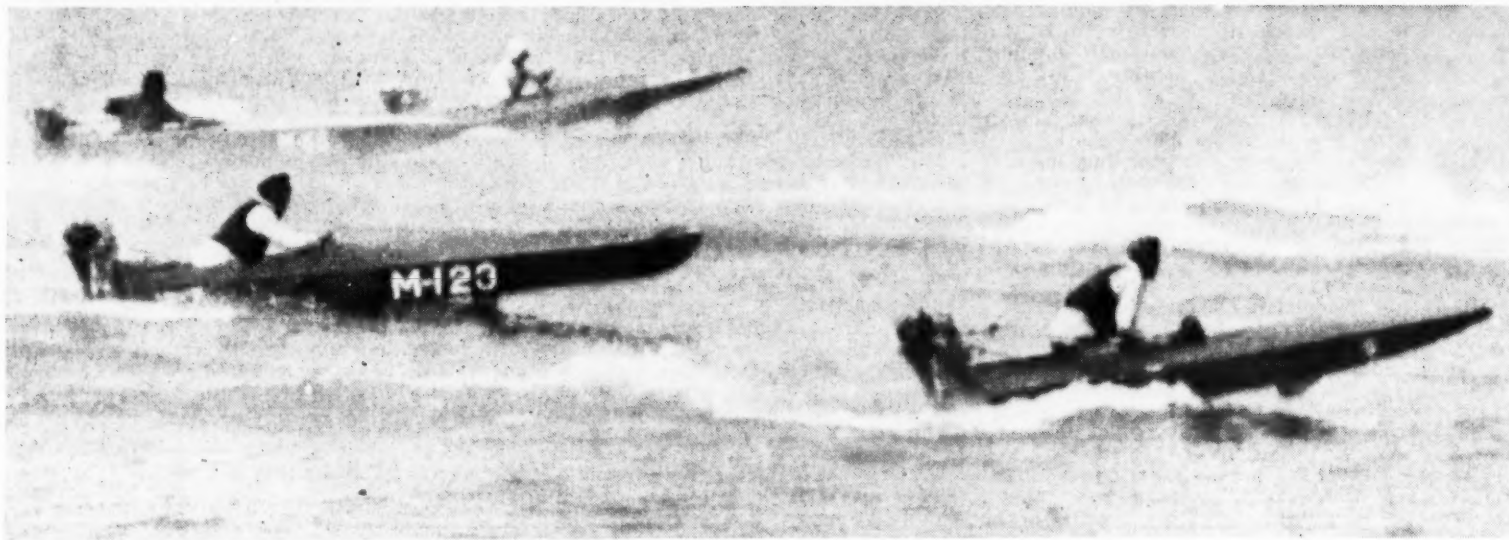
We will be glad to send you full particulars.

Note: Illustration at right shows Model No. 6, Ovenette—complete with Electric Ovenette; two Surface Burners; Monel Metal Sink complete with all Plumbing; Electric Refrigerator; two Electric Lights; In-a-Door removable Table.

ELECTRIC INVISIBLE KITCHEN CO.

LASALLE-WACKER-BUILDING, CHICAGO





Bucking competition alone—*it takes the best of individual ability and self-reliance*

• No advice, no assistance—the outboard pilot wins or loses “on his own”. • The salesman is the outboard pilot of the refrigeration industry. To win his prospects, he must have the ability and self-reliance to keep ahead of sharp competition while working *alone*. • Outboard racing or refrigeration salesmanship, the first step toward success is *advance preparation*.

• Long before the starting gun, the race driver must know his motor and what it will do, also what others may do. Before he calls on prospects, the salesman must know all about his product and its performance, also that of competing products. • The race driver must know the course and its hazards—the salesman must know his potential market and its resistance.

• Every refrigeration salesman should have a broad knowledge of the industry as a background for aggressive selling. • The Business News Publishing Co. has prepared the Market Data Book to meet this need. • It contains a clear analysis of selling methods which have been developed from successful experience. Authentic data is given in charts and tabulations. It offers a wealth of information on refrigeration and air conditioning.

• Sales executives, distributors, jobbers, dealers, salesmen, and service men—from the time a product leaves the assembly line, the entire personnel of the industry is concerned with *sales*. Not only salesmen, then, but *all* these groups, with the sales viewpoint, need the information which the Market Data Book provides. • A brief outline of the contents of this 304-page book is given on the page opposite.

Another volume of vital importance to anyone connected with the industry is the Refrigeration and Air Conditioning Directory. This book is the recognized industry register of all trade-marked refrigeration and air conditioning products. It is divided into five complete sections—(1) Alphabetic list of manufacturers; (2) Index of trade names; (3) Classified lists of refrigeration and air conditioning equipment, parts, and materials with all sources of supply; (4) Geographical directory giving name, address, telephone number, and products of manufacturers; (5) Service directory, covering independent service companies and jobbers of supplies, parts, and materials.

BUSINESS NEWS PUBLISHING CO., 5229 Cass Ave., Detroit, Mich.

(Order blank for Market Data Book, Directory, and Electric Refrigeration News on page opposite.)

SPECIALTY SELLING

'Feature Popularity Contest' Increases Floor Traffic of Morris' Dealers

WASHINGTON, D. C.—A 30-day "Feature Popularity Contest" is the sales producer now being used by the Edgar Morris Sales Co., Westinghouse distributor in this territory, to bridge the so-called summer slump. The contest is designed to create store traffic, to give the salesman a reason to invite old prospects back to the store, and to give him a reason to call back on old prospects. The distributor is awarding a Westinghouse refrigerator each week for four weeks to the person who submits a prize-winning statement of 50 words or less as to what feature he or she likes best about the refrigerator, and the reasons therefore.

Advertisements Explain Contest

Full-page newspaper advertisements explain the contest to the public. Tying-up with the distributor advertisement announcing the contest are several dealer company notices inviting the public to come to the dealers' stores for entry blanks and information regarding details.

Each dealer advertisement tells the reader exactly where to obtain the entry blank as in the following: Lansburgh's—"just inside our 8th St. entrance"; The Palais Royal—"the Palais Royal housewares section on the fifth floor"; Woodward & Lothrop—"electric refrigerator section (fifth floor)"; and the Hecht Co.—"main floor."

Must Visit Dealer

According to contest rules, entries must be submitted in person to the dealer from whom they were obtained. Judges for the contest are Mrs.

Frances Troy Norcross, director of the Washington Herald Homemaker's Club; Miss Mary E. Turner, director of home service, Potomac Electric Power Co.; and Jean Abbey, Radio Shopper, *Woman's Home Companion*. G. F. Kindley, vice president of the Edgar Morris Sales Co., says the idea of giving away novelties or refrigerator dishes to drum up store traffic has not worked in Washington.

"They can be sold at a low price," he says, "but cannot be given away because people are afraid of high-pressure salesmanship if they enter the store to ask for a free accessory or novelty."

'Call to Colors' Helps

Another sales builder this summer, says Mr. Kindley, was the Westinghouse "Call to Colors" contest, lasting from June 17 to Aug. 10.

During the campaign period the distributor issued a weekly bulletin which gave special recognition to the six salesmen in the territory with the highest number of credits. The "Big Six" list changed from week to week, creating rivalry conducive to more sales.

Well Illustrated Advertising Based on FHA Helps West Coast Dealer

LONG BEACH, Calif.—Putting \$1,500 of the company's money, and an equal amount of the manufacturer's, into a three-months advertising campaign, led the Dean Hoffman Co. here to boost its gross sales of electric refrigerators 600 per cent during this interval, reports Jimmie Dean, partner in the firm and sales manager.

"There can be little doubt of the connection between the increase in advertising and the increase in sales," says Mr. Dean. "This money spent for advertising was *invested*, since every dollar put out came back with other dollars with it."

Several definite principles characterized the summer advertising campaign. First of these was the elimination of detail, and the enlargement of illustrations. Copy was edited and re-edited until only the essential words remained.

Shopping News and newspaper advertisements carried the company's message, almost exclusively.

Premiums offered in the advertisements served as a direct check on the number of people reading the advertisement. One premium, a bridge book put out by the manufacturer, brought in approximately 200 persons.

Salesmen working for the Dean Hoffman Co., are not constrained in their work by a filed prospect list which reserves special names for individual salesmen. Because Mr. Dean believes that salesmen impress people in different ways, and that the effectiveness of newspaper advertising

Advertisements for Old Refrigerator Gets New Prospects

WASHINGTON, D. C.—"Reward—\$50 to the person owning the oldest refrigerator (still in operation) of the make sold by this company."

This advertisement, appearing in the Lost and Found columns of local newspapers, is typical of the series which brought in new prospect names, and sales, for the National Electrical Supply Co. here, which sells General Electric refrigerators.

Seventeen answers were received the morning after the first advertisement appeared. The next day another unit of the series appeared in the classified section under Miscellaneous.

Next, a series of small advertisements—one column, 25 or 30 lines—were published. These had space in the births' section, in the deaths' section, later, on the editorial page, in the amusement column, and in the cartoon section.

For two months, similar copy appeared in daily newspapers in places where it would attract attention. Several hundred people responded.

Prizes were awarded at the end of the contest, and a salesman called upon each of the entrants with his replacement sales story. Many of those who received cash prizes put their prize money towards the purchase of a new refrigerator.

should not be destroyed or permanently lost because a particular salesman happens not to appeal to a certain prospect, no file is kept.

For the three months that this advertising campaign was in swing, the morning sales meetings were dispensed with, on the theory that it is more important for the salesman to meet a prospect than a sales manager.

Both the advertisements and the selling force based sales appeals on the provisions of the National Housing Act. "Cheaper than buying ice!" was the point stressed. Eighty per cent of the sales were financed through NHA provisions, and the other 20 per cent were cash sales.

"Our experience this summer was that each prospect reached through newspaper advertising brought additional prospects, nearly every time. A prospect reached in this manner is the most live and interested prospect possible, because he makes the first move. Consequently we are sold on highly illustrated, few-worded advertisements distributed through the right mediums, and on the right day of the week."

Models Operating from Truck Make Desserts At Prospect's Home

ROCK HILL, S. C.—J. W. Anderson Co., Inc., Kelvinator dealer here, adopted a novel method of taking an electric refrigerator demonstration right up to the prospect's front door as a summer promotion stunt.

Two models are installed on an electric storage battery factory truck and are driven through the streets of the city one day a week. This display, manned by a negro attendant, is taken into the prospect's driveway, where it is met by one of the company's salesmen who invites the whole family out for an ice cream party and a Kelvinator demonstration on the lawn.

The display works in this manner: The Kelvinators are reduced to very low temperatures and 32 volt motors are installed so that the machines may be operated from the storage battery.

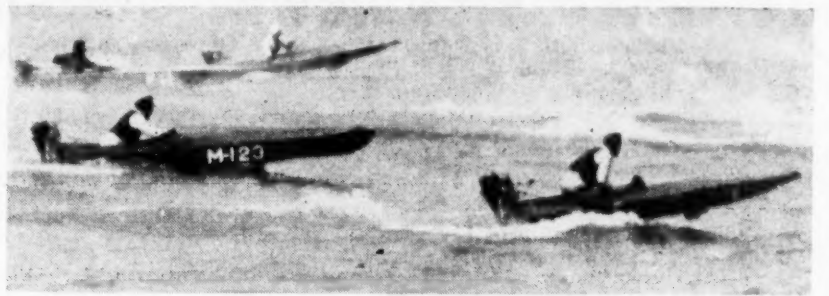
Ice cream is made and dispensed by "Snow Ball," the attendant, who also demonstrates the correct arrangement for storing fruits, vegetables, meats, milk, etc.

Check-Back through List of Pre-Depression Prospects Helps Small-Town Dealer

PALMERTON, Pa.—Checking back through the pre-depression prospect cards on file is a source of good sales leads, claims Leon A. Stemler, co-partner, Stemler Hardware Co. here.

"The data on these old prospect cards is quite complete," Mr. Stemler said, "because the salesmen made notations on these cards after each interview. We have quite a number of cards showing that prospects of several years ago indicated their desire for electric refrigeration and stated that they would buy when they were assured of a steady income."

"When we find cards of this kind," he concluded, "we check up on the prospect, find whether he is now employed, and whether he has since purchased a refrigerator. Many of these people have not been contacted recently and can now be sold."



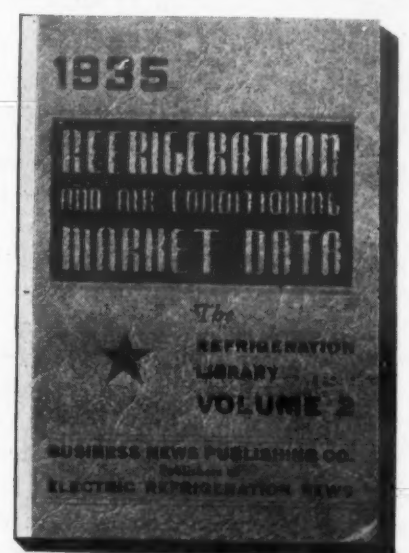
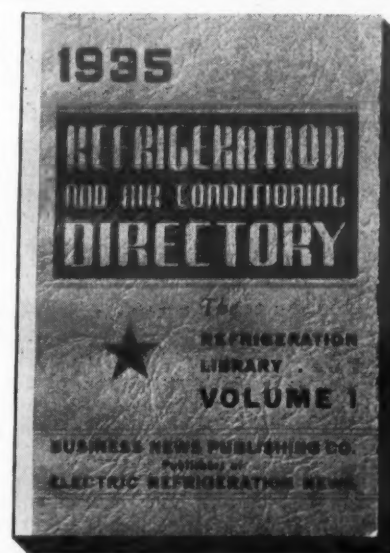
Bucking competition alone—it takes the best of individual ability and self-reliance

• The salesman, facing sharp competition alone, is the outboard race driver of the refrigeration industry. • In outboard racing or refrigeration salesmanship, the first essential is *advance preparation*, on which to build individual ability and self-reliance. Every salesman; in fact, *everyone with the sales viewpoint*, should have a broad knowledge of the industry, as a background for aggressive selling. • The new Market Data Book makes this easily attainable.

• The price of this 304-page volume is \$3.00

The Refrigeration & Air Conditioning Market Data Book Contents

Development of the Industry.....9	Passenger Automobile Statistics.....93
A clear and interesting account of the development of refrigeration and air conditioning during recent years. Companies and products, methods and designs, problems and remedies are discussed and interpreted with utter frankness by the editor of Electric Refrigeration News.	Tabulations of automobile registrations by states, and chart of production volume (since 1900), valuable as an index to changes in consumer buying power.
Refrigeration Statistics (Analysis) 29	U. S. Government Data.....95
An account of the methods used in compiling the statistical information to follow, and a short survey of the recent sales record as condensed from this information.	Census figures and their analysis for the various types of electric refrigeration. Analysis of refrigeration and radio excise taxes.
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Business News Publishing Co.
5229 Cass Ave., Detroit, Mich.

- ☐ Send me the 1935 Refrigeration and Air Conditioning Market Data Book. Enclosed is \$3.00.
- ☐ Send me the 1935 Refrigeration and Air Conditioning Directory. Enclosed is \$3.00.
- ☐ Enclosed is \$5.00, combination rate for both the above books.
- ☐ Enclosed is \$6.50, combination rate for Electric Refrigeration News and both the above books.

(The above rates apply only in the United States and Possessions and Pan-American Postal Union countries. For other countries see page 15.)

Name Attention of
Street City State

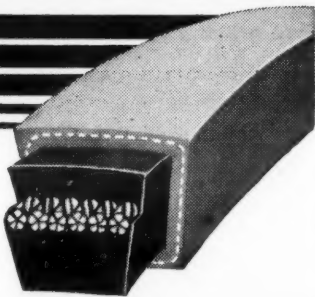
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WIDE

MARGIN

OF

STRENGTH



MANHATTAN
V-BELTS

for Fractional Horsepower Service have a strong single layer endless whipcord section fully floated in rubber and placed on the neutral axis... Flexibility and maximum strength are scientifically incorporated in this exclusive construction. The whipcord is pretreated to remove as nearly as possible all inelastic stretch. Manhattan V-Belts have a minimum of stretch and operate smoothly during their entire life... Test Manhattan V-Belts for your drives. To eliminate noise—specify Manhattan.

For complete literature, write the factory or any of the following Sales Branches:

Birmingham Cleveland New Orleans
Boston Detroit New York
Chicago Minneapolis Philadelphia
Pittsburgh St. Louis

THE MANHATTAN RUBBER MFG. DIVISION
of Raybestos-Manhattan, Inc.
Executive Offices and Factories
45 TOWNSEND ST., PASSAIC, N. J.

a
good
refrigerant...



Artic

REG. U. S. PAT. OFF.
(DU PONT METHYL CHLORIDE)

Low in Moisture
Low in Acidity
99.5% Pure

Write for technical
book, Service Manual,
Service News

THE
R. & H. CHEMICALS DEPARTMENT
E. I. du Pont de Nemours & Co., Inc.
Wilmington, Del.

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This Issue: 15,000 Copies

The New Battle Line

STIRRING anecdotes of remarkable selling feats during the late part of the summer are being reported in the columns of ELECTRIC REFRIGERATION NEWS this week. The two previous August issues also had graphic direct-from-the-firing-line reports of the unusual sales activity being manifested by many outstanding dealers and distributors during 1935 "dog days"—the first time such aggressive campaigning has ever been successfully achieved by the industry after the Fourth of July.

Out of all these reports an exceedingly valuable piece of information can be deduced—information on the sales appeal which, in all likelihood, is the one which will be most effective in 1936. Through these stories of individual merchandising accomplishments run the strains of a new theme song for electric refrigeration salesmen.

The title of that new melody (and it sounds mighty pretty to those who hear it) is "Economy." That's the theme which is selling refrigerators during this extended summer season, and it is making a strong bid to hold its popularity during 1936. By that time, we venture to predict, almost everybody will be singing it.

But, readers may protest, there's nothing new in the "economy" theme. We've been humming that tune for years. Exactly. Previously the economy theme—even during the darkest days of the depression—was simply hummed. It has never really been the dominant note in the sales presentation, despite what sales managers may tell you. To be sure, savings budgets and the whole story that goes with them have been in the sales manuals; but not until recently, it would seem, have large numbers of individual salesmen based their presentations upon that particular point.

Comparative operating costs will form the 1936 merchandising battle line in refrigeration, according to some who are close to the picture. Already this selling slant is being featured in General Electric advertising and promotion. And it is being hinted that others may go in for this form of selling economy.

One very good reason for the effectiveness of nearly any form of the economy story at the present time is the fact that so large a part of the potential market for refrigeration appears to be among families whose income is under the \$2,000 mark.

To families in this strata convenience, pride of ownership, and health are just as appealing as they are to their more well-to-do neighbors; but economy and efficiency are arguments which weigh far more heavily in the minds of such prospects than almost any other point the salesman can bring up, and have much more bearing on the purchase than they do among families in higher income brackets.

The salesman who learns the story of food savings, of doctor bill savings, of conservation of the time and energy of hard-working housewives, and of low operating costs is simply tailoring the suit to fit the customer.

Economy vs. Terms

WARNING that "plenty of trouble in the future" may follow a present electric refrigeration merchandising tendency is sounded in a letter from a Frigidaire distributor, F. H. McDonald, president of Domestic Refrigeration Co., Inc., Miami, Fla., printed in column 5 on this page. Mr. McDonald is perturbed over the emphasis many distributors and dealers are placing today upon competitive terms in selling electric refrigerators.

Calling it a "peculiar selling cycle," Mr. McDonald deprecates the condition wherein "all of us are selling terms and not merchandise." Nor does he feel that any solution to the problem has yet presented itself, saying that "the thing looks to me like a ball that has just been started down the hill and, frankly, I don't know where or how it is going to be stopped. We think it would be a good thing for you to sound a warning through your good paper, although there is a real doubt in my mind whether even that will do any good."

There's a doubt in our minds, too, Mr. McDonald, that any editorial exhortations could check the progress of a movement which has gained such rapid momentum. Nevertheless, in the hope of at least slowing it up, the editorial in the last issue of ELECTRIC REFRIGERATION NEWS discussed that very situation. In the light of Mr. McDonald's letter, perhaps a statement from that message will bear repeating.

Declared this editorial: "If a dealer is selling refrigerators, he should advertise refrigerators—not terms or price. If he pays out his good money for newspaper space, he should use it to tell the public about the product he is offering, rather than to stir up a battle of prices and terms with competing dealers—a battle which cannot help but undermine public confidence in the product, and in the dealer as well."

Electric refrigeration sales organizations have been especially fortunate this year in securing the advantages of lower rates for financing time payment sales. One of the chief reasons for this happy state of affairs is stability of both product and industry. When refrigerators are installed, they don't often come back. Moreover, financial houses have thus far had considerable confidence in the industry itself (in comparison with the radio industry, for instance, which was not granted complete time payment discount privileges by leading financing agencies until this year because of chaotic conditions within the industry and in the field).

Taking these lower terms and making a racket of them, however, will likely lead to nothing but a tightening up of credit on electric refrigeration all along the line. Hence it would seem that the selling of terms may eventually defeat its own purpose, and in the process place a considerable handicap on future business.

WHAT OTHERS SAY

The Real Foundation of Good Selling

IN the beginning electrical engineering was all experimental. Present efficiencies have come as a result of years of observations and studies made to determine the accuracy of theories and practices.

And so it will be some day with selling. There will be enough recorded experience to indicate clearly how a power company should sell its service and what it should cost to build domestic, commercial, or industrial load.

Selling is, of course, subject to all the vagaries of human nature—both in the salesman and the customer. But, nevertheless, it consists of many definite factors.

The selection, education, and training of sales personnel, the development of an effective sales presentation, the establishment of specific sales territories and performance quotas, the compensation of salesmen on an incentive basis, the direction of sales effort, the analysis of potential markets, and the maintenance of sales control records are all features of management which may be organized on the basis of exact knowledge.

The education of customers, the promotion of good will, the building up of trade cooperation, the creation of local demand and the development of larger revenue and earnings are the products of such management. And results are good or poor according to the methods used.

To meet the need for larger load per customer to carry lower rates and higher costs, the industry looks today to better selling, and it will come—is seen already all about us. But better selling must mean more than drumming up all employee enthusiasm and high-pressure appliances into homes with bargain offers. This is all right in an emergency and may have its place in any sound plan.

On the long pull, however, it is going to get down to intelligent organization and control of adequate appropriations and man-power. Then commercial effort becomes effective and efficient.—*Electrical World*, Aug. 17, 1935.

LETTERS

They Found Success In Factory Plans

Crescent Electric Supply Co.
G-E Merchandise Distributors
427 Pershing Ave., Davenport, Iowa
Editor:

Answering your letter in which you request us to jot down what some of our dealers have done this summer to sell electric refrigerators, wish to say that we have done nothing outstanding or special, and neither have we pulled any stunts in order to sell our merchandise.

Our policy this year has been to follow Cleveland's recommendations as to retail prices in our territory. We have also followed Cleveland's recommendations on discounts to our dealers and utilities and encouraged our dealers and salesmen to go back to the basic facts in selling electric refrigerators, which was telling the story of the need of electric refrigeration instead of following the lines of least resistance and selling at a price and throwing in a lot of gadgets.

The result has been that we have made our quota, we were the winner in Group 10 of the National Refrigeration Sweepstakes Campaign, all because our dealers have been with us for some time, the majority of them four or five years, and they are following the basic plan of selling, which we believe is promoting the sale of a good product and telling a true story and convincing each possible prospect that you have the best refrigerator in dollar for dollar value that there is to be purchased.

Aside from this, there is very little I can tell you about our success in this territory, as before stated we have not pulled any stunts to sell our merchandise.

M. B. MENDENHALL,
Mgr., Range & Refrigeration Dept.

Black Hills Radio Dealer
R. R. Pullen
Radios, Oil Burners, Stokers,
Refrigerators, Air Conditioning, and
Electrical Equipment
117½ S. Siever St., Lead, S. D.
Editor:

Our selling organization uses any number of selling campaigns such as Clincher Film Service, Home Owners Club Plan, Theater Film Service, etc. We feel that our greatest benefit is derived from the Home Owners Club plan. Our customers give us the names of their refrigerator prospects and it is very seldom that we fail to sell the prospect turned in by a customer. As a matter of fact our refrigerators owners usually have their prospects sold before they turn the information into our office.

After getting into a prospects home, we find the Clincher Film Service a very good sales aid.

In using theater film slides, we might mention that recently Westinghouse put out a number of film slides in color and also had a sound track for these films. All characters in this advertisement came to life on the screen. We found this to be one of the best advertising schemes we ever used.

People stopped in at our store and told us how much they enjoyed these films and some of them bought Westinghouse refrigerators after seeing them.

CHARLES H. FOSS.

Byars-Forgy Refrigeration Co., Inc.
Frigidaire Distributors
102 E. Lafayette St., Tampa, Fla.
Editor:

We appreciate your letter, however, we do not have any campaigns or special promotions to report at this time; in fact, about the only promotions we use in our territory are the ones which are sponsored and put out from our factory, which give us very good results.

W. M. BYARS,
President.

Convertible Ice Box

Louisiana-Mississippi Ice Association
2627 Banks St., New Orleans
Editor:

We notice that you recently advocated in an editorial the building of a mechanical refrigerator which would be easily convertible to ice, or which would be adaptable to both ice and mechanical refrigeration.

Our committee would like to know if you have had any favorable response to this suggestion from machine manufacturers and if so would you be willing to give us their addresses so that we might contact them. We would be glad to work with any of the manufacturers who are interested in making such a unit available to the public.

A. M. BUJARD,
Chairman, Merchandising Committee.

Answer: So far this bright idea, which was offered to the industry on a take-it-or-leave-it-this-one-is-on-the-house basis has brought no army of blueprint-armed manufacturers' representatives to the News' doorstep. If we get any inquiries, Mr. Bujard, we'll let you know.

Specifications in a Book?

Parker Refrigeration Co.
Electric Refrigerators
Standard Makes
Kansas City, Mo.

Publisher:
We received today your books called REFRIGERATION AND AIR CONDITIONING DIRECTORY, Volume No. 1, and REFRIGERATION AND AIR CONDITIONING MARKET DATA BOOK, Volume No. 2. Neither of these books contain the specifications of 1935 refrigerators.

We are concerned, almost exclusively, in this information and since your rate book or directory has always contained this information we had reason to expect it would contain it in the 1935 issue.

Will you please advise us if these can be exchanged for some other directory you may publish which has the 1935 specifications of electric refrigerators.

P. P. PARKER,

Answer: In the "Foreword" to the 1935 DIRECTORY the publisher said:

"In planning the 1935 edition, it was deemed advisable to divide the material into two volumes, putting all directory listings in one and all market data in another. We believe that this arrangement will be found more convenient to subscribers since the 'Directory' is used mainly as a buying guide while the 'Market Data' is of chief interest in connection with selling plans and programs. This division also simplifies, to some extent, the editorial and production problems.

"Experience has shown that 'Specifications' do not properly belong in either of these volumes. Comments of subscribers indicate that the convenience of dealers and salesmen will be served better by a separate book designed for that purpose only. Therefore, a new specifications service will be provided this year."

Household Specifications were published in the March 20 and June 12 issues of the News. Commercial Specifications were published April 3, and Air Conditioning Specifications appeared in the issue of March 27. Extra copies of these issues were printed and we sold over 4,000 copies containing Household Specifications alone. If there is a demand for a book containing this data for 1936 we will be glad to supply it.

Likes Exchange of Ideas

Lucas-Kidd Norge Co.

140 N. Main St., Anderson, S. C.
Editor:

... We are glad to have had this opportunity of exchanging ideas (through the specialty selling issues) with other members of the electric refrigerator selling fraternity. We read your magazine religiously, and count it the *ne plus ultra* in furnishing authentic information to seller and buyer alike.

H. R. KIDD,

'Great Work'

Judson C. Burns

31st & Oxford Sts., Philadelphia
Editor:

... I am sending this information contrary to my usual custom only because I appreciate the great work ELECTRIC REFRIGERATION NEWS is doing, and the knowledge and stimulus that our organization gains from it.

It keeps us in touch with the national picture, and is, in our humble opinion, a most praiseworthy publication, worthy of the support of every electrical dealer and distributor nationwide.

JUDSON C. BURNS.

Editor's Note: The information which Mr. Burns sent was a story for this specialty selling issue telling how his organization set about to lick (and did) the summer slump. It is published on page 11 of this issue.

Right here and now we want to thank Mr. Burns, Mr. Kidd, and other distributors who have been very kind in cooperating with us in these specialty selling issues by telling us the methods which they used in their drive to keep the refrigeration selling season going this summer.

Sees Danger Ahead

Domestic Refrigeration Co., Inc.

Frigidaire Distributors
48 E. Flagler St., Miami, Fla.
Editor:

Regret to advise we are unable to give you any hot ideas on how we are securing our refrigeration business this summer.

As you no doubt know, we are in a peculiar selling cycle at the present time and one that I feel doesn't need any special stunt or campaign to get our share of the electric refrigeration business that is sold in our territory.

The peculiar selling cycle that I refer to is that all of us in this business are now selling terms and not merchandise and I feel this trend, if it goes far enough, will bring plenty of trouble in the future.

However, I do not know the answer, because the thing looks to me like a ball that has just been started down the hill and, frankly, I don't know where or how it is going to be stopped.

We think it would be a good thing for you to sound a warning through your good paper, but there is a real doubt in my mind whether even that will do any good.

F. H. McDONALD,

SPECIALTY SELLING

Replacement Sales Build Volume During 'Dead' Months for Alabama Dealer

BIRMINGHAM, Ala.—What can a dealer do to stimulate electric refrigerator sales at the fag end of the selling season? The answer lies in going after the replacement market, believe officials of the Alabama Appliance Co., Frigidaire dealer here.

"Up until Aug. 1 only about 15 per cent of our sales were in replacements," says Arthur M. Phillips of the dealership, "but for the last five months of the year we expect 50 per cent of our business to be in this type of business."

"The explanation is simple. Until recently our salesmen have concentrated their efforts on prospects who still belonged in the ice box age. But with these prospects worked out they are now devoting their attentions to persons who have electric refrigerators which have become obsolete or else are too small for their use."

"Naturally such customers were passed up until the last because the salesman does not make as large a commission on a replacement as he does on a straight sale or a transaction where an ice box is taken in trade."

"We are making liberal allowances on the old electric boxes and otherwise encouraging our salesmen to work this class of business whereas at the beginning of the season our big push was for sales to those without any form of electric refrigeration."

"Our trade-ins on old electric refrigerators range up to 40 per cent of the new box, all depending on the condition of the old box. Most of the boxes being replaced are of our own make of refrigerator, which gives us some advantage in going after this class of business."

"Our customers for the late summer and fall largely come within the upper middle class with incomes from \$150 to \$200 per month or more. Most of these persons have some sort of electric refrigeration, although it may be inadequate for their needs."

"The boxes we take in trade from them will be sold during January and February, which might be termed a 'used machine market.' Persons who buy during this period likely are not come within the lower income brackets with salaries from \$85 to \$125 per month."

"Most of our repossession cases come during the late fall and winter months. We recondition these machines as well as those taken in trade and plan to dispose of them during January and February."

"When the time comes to work the lower income brackets in the early months of the year we find that the savings bank is quite a sales feature. The housewife is urged to deposit her usual ice money in this bank and use the funds to make the payments on the refrigerator. The idea carries a psychological appeal to the average person and we have even had bankers' wives utilize the bank plan."

"For our rural customers we carry the Electrolux refrigerator with a kerosene burner, and on this item have been able to make sales faster than we could obtain deliveries. Ninety per cent of the sales have been for cash. We haven't had a single complaint on the boxes. We do not handle the gas refrigerator and don't consider it wise to do so on account of the competitive nature of the gas and electric refrigerators."

This concern works about eight outside salesmen with two sales supervisors. Prospects are obtained by classified advertising in the newspapers, radio advertising and through house-to-house canvass. The classified displays usually feature a small box but in 90 per cent of the cases the prospects buy the larger machines."

The Alabama Appliance Co. is an affiliate of the Leeds Supply Co. of Leeds, Ala., of which Charles R. Rew is president. The Leeds company is distributor for Frigidaire and Electrolux kerosene refrigerators in north Alabama counties.

Salesmen Rewarded for Placing Units in Homes on Trial

ANDERSON, S. C.—A personalized appeal, designed to "get under the skin" of the prospect and break down sales resistance, is being used by the Lucas-Kidd Norge Co. here in its summer campaign offer in connection with the nation-wide Norge "home approval" plan.

"Our sales force will receive a bonus for each unit placed in any home, regardless of the outcome of the demonstration," was the somewhat novel statement made in the advertisement announcing the campaign.

This gave the salesman a means of injecting the personal element into the offer to place a refrigerator in the prospect's home on trial, and usually achieved in the prospect's mind a disposition to help the salesman by permitting the demonstration in his home.

The company paid each salesman a bonus of \$1.00 per demonstration during the week's campaign.

Officials of the distributorship believe that average closing sales to be obtained from the demonstrations will run about 66.66 per cent.

In addition to the test offer and bonus plan, the advertisement listed the total number of purchasers during the months of May and June. Names and addresses were given with full permission of every purchaser.

The names were published under the headline, "During May and June 87 Thrifty People in Anderson County Purchased Norge Units—Here They Are."

The Lucas-Kidd company believes this had more effect, through a "local interest" appeal, than a mere statement of the number of appliances sold would have had.

Intensified Advertising, Special Offers Mark Distributor's Anniversary Drive

DALLAS—Special selling activity of the Electric Household Appliances, Inc. here during the month of July included a cooperative campaign in which the company's retail distributors in Dallas, Fort Worth, San Antonio, and Austin, together with 50 per cent of the dealers, united in what was termed the 8th Anniversary Sales Drive, in commemoration of the 8th anniversary of introduction of the General Electric refrigerator.

In Dallas, use of billboard advertisements, special newspaper advertising campaigns, and a sound truck which thoroughly canvassed the city announcing sales, backed up the sales drive. In other cities newspaper advertising and radio spot announcements were used.

Slight price reductions, ranging up to \$10 on standard models, with specially arranged prices on the "F" line, were offered.

A "Toppers" trip was offered to the leader of the four retail managers for the best sales job.

Salesmen were offered a bonus of 50 cents per cubic foot after the sale of the eighth refrigerator.

In addition, special prices and bonuses were offered on all slow moving items such as large refrigerators, ranges, which had been in stock over 60 days, and similar appliances.

So productive was this sales campaign that the Dallas retail concern, headed by Dick Richardson, achieved 100 per cent of its quota by the end of the third week. E. V. McNeese, manager of the Fort Worth retail store, reports that his sales force achieved 90 per cent of their quotas during the first three weeks.

L. B. Gilbert, apartment house representative for Dallas, sold approximately 75 refrigerators during the campaign.

Among the dealers who took part in this campaign were: The Welch Hardware Co., at Longview, Tex.; Maxwell & Son, at Wichita Falls; E. M. Roberts Electric Co., Henderson; Lion Hardware Co., at Abilene; George Harper, Eastland; King Radio Shop at Denton; William McDonald, Ranger; Vernon Music Co., Vernon; Payne & Payne, Center; and the Texas Utilities Co. at Marlin.

Three outstanding air-conditioning installations have been made by the Electric Household Appliances, Inc., at Dallas this summer. One of the installations, said to be the largest of its kind in the southwest, was a 16 story office building.

In the Adolphus hotel, air-conditioning equipment was installed in the coffee shop, main dining room, barber shop, a private dining room, and the entire broadcasting studios of KRLD located there. Third installation was the Houseman building, a three-story office structure.

Commercial department of the Electric Household Appliances, Inc., under the management of Fred Staehle and W. H. Fuller, Jr., has set up a new high sales record for the year, and this distributorship ranks highly in the Commercial Baseball Campaign now in progress, reports William I. Wilt, advertising and sales promotion manager of the concern.

Dinwoodie Joins Detroit Insurance Company

DETROIT—D. P. Dinwoodie, formerly president of Electrical Housekeeping, Inc., Cleveland distributor for General Electric appliances, is now associated with the Home Insurance Co. of this city.

Both Favorable & Unfavorable Comment Used in Novel Advertising Campaign

PHOENIX, Ariz.—Using a testimonial letter newspaper advertising campaign, in which both unfavorable and favorable accounts were published, is one of the methods the Electrical Equipment Co. here has employed to obtain orders for 35 per cent of the refrigerators sold in the entire state, according to claims made by Salesmanager Leon S. Black.

The company started by picking 56 names from a list of old customers. These people were asked to write letters telling of their experience with the company's featured line.

Questions asked covered the following points: how long the machine had been in use; if it had reduced food costs (and, if possible, how much);

cost of operation; if the user was entirely satisfied with its operation; and whether or not she would recommend the refrigerator.

Single determining point in the selection of the names was whether or not the people had paid up their accounts. From the 56 names chosen, two "users" reported that they were dissatisfied. All of the 56 letters were run in a series of 40-inch weekly newspaper advertisements.

"Use of these two unfavorable letters did more than any other thing to make the campaign successful," says Mr. Black, sales manager. "The natural reaction was for the public to think that the letters were authentic, since otherwise, we would have no object in publishing the unfavorable ones."

"Also, people said: 'If only two users out of 56 weren't satisfied, the refrigerator must be good, I'd like to see it.'"

"This point of establishing authenticity is important because people have gotten so used to 'fake' testimonials in all lines of business that they have learned to distrust this form of advertising."

As a means of turning the irksome state sales tax into a selling asset, and to prevent customers desiring to buy on the meter-plan from going elsewhere for a machine during the interval while their credit is being checked, this company has worked out this satisfactory system:

When the customer objects to making a down payment until after her credit is verified, the salesman explains that a down payment is not required; but, since the company has paid the sales tax, and the box will be tied up during the investigation, they like to have customers pay the tax in advance.

Another factor that has helped this company to increase its sales volume, according to Mr. Black, is never quoting prices on the floor. In all cases where it is at all possible, the customer is taken into the office, and seated in a comfortable chair before the salesman discusses price.

The salesman handling the sale tries to figure out the correct-sized box to recommend to purchaser, and the price the customer can best afford. He then suggests use of the meter-plan, or the contract plan, or a 30, 60, or 90-day payment plan.

Of this idea, Mr. Black said: "When expert closers are used, and the customer is brought into the inside office before prices are discussed, we have a much better chance of showing her not only the merits of our box, but also the fact that our variety of payment arrangements makes it possible for her to buy one of our units on almost any basis she could get elsewhere on a cheaper unit."



There is a Delco motor for practically every household appliance—refrigerators, washing machines, ironers, oil burners, and air conditioners. Each motor is especially suited to the job for which it was designed. All of them are manufactured with care and precision in workmanship—and all possess the rugged construction which, for years, has been the basis of Delco's dependable per-

formance and all-round reliability. As the use of electric appliances widens into new fields—as new inventions are devised to lift an even greater share of household drudgery from the shoulders of appreciative housewives and husbands—Delco will be ready. Delco will produce motors specifically designed to do the new work as efficiently and dependably as in the present.

DELCO PRODUCTS CORPORATION, DAYTON, OHIO

MCCORD
Refrigeration
PRODUCTS

COMMERCIAL EVAPORATORS

DOMESTIC EVAPORATORS

CONDENSERS

METIFLEX ICE TRAYS

SPIRAL FINNED TUBING

AIR CONDITIONING SURFACE

MCCORD RADIATOR & MFG. CO.-DETROIT

AIR CONDITIONING

90,000 Buildings Offer Potential Market for Air Conditioning

SAN FRANCISCO—That nearly 90,000 commercial buildings in the United States offer a potential market for air conditioning is indicated by figures compiled by Dean Witter & Co., member of the New York Stock Exchange.

The list of structures which might be modernized with air-conditioning units does not include restaurants, meeting halls, or government and municipal buildings.

A breakdown of the figures compiled is as follows: hotels, 26,000; theaters, 22,500; banks, 20,000; office buildings, 10,000; hospitals, 9,400; and department stores, 1,500.

**OFFICIALLY
ENDORSED BY
MANY LEADING
FIRMS**

If you knew nothing about Refrigeration and Air Conditioning Institute Training except that it is officially endorsed by twenty of the industry's leading manufacturers... that in itself... should indicate its superiority. These firms cooperated in the preparation of the training. They are recommending it. They have appointed their own engineers to supervise it.

Dealers... Distributors... interested in obtaining properly trained men for installation and service work... ambitious men... who are interested in a future in this big new industry... GET THE FACTS. Write for details of the training and a list of the manufacturers who endorse it.

REFRIGERATION AND AIR CONDITIONING
INSTITUTE
2150 LAWRENCE AVE. — CHICAGO



Davies Markets New Dry Type Air Filter

NEW YORK CITY—Davies Air Filter Corp. is marketing an improvement of its Airplex replaceable dry cartridge type air filter, using a specially processed pleated cotton as the filter medium, and designed to operate satisfactorily at temperatures ranging from -32° to 200° F.

The Airplex uses 30 sq. ft. of filter medium, obtained by folding the material into 4 in. pleats 42 times inside the cartridge, which measures 20x20x4 in. On the air inlet side, strips of netting run the full length of the folds, to prevent their collapse. The pleats are separated by corrugated cardboard spacers.

Humidity and extreme temperature changes, it is claimed, will not impair the efficiency of the filter medium. It can be damaged only by direct contact with water.

Filtering action is that of a positive strainer, since the air is drawn through the interstices of the cotton fabric in zig-zag fashion. Since air velocity is low (18 to 26 f.p.m.), dirt particles remain on the surface, forming a fluffy deposit which acts as a secondary filter. For dust particles over 10 microns (.0004 in.) the efficiency of the Airplex is over 98 per cent, its manufacturers say.

The filters are serviced by replacing the complete cartridge after it has accumulated its maximum load of dust. Under average operating conditions, replacements are made every two or three months.

Life of the filter depends on number of hours of daily operation, and concentration and pollution of the air. Each filter, it is claimed, will give from 500 to 1,000 hours of service. While when clean, the filter surface becomes blacker as dust is accumulated, and offers an easy means of judging when it should be discarded.

The normal rating of the filter is 800 c.f.m. per unit. At this rating the velocity through the filter medium is 26 ft. per minute, the initial resistance being .18 in. of water gauge. As the velocity of air through the filter is lowered, its life and efficiency are correspondingly increased.

12 Dealers Organize Air-Cooling Bureau

SPRINGFIELD, Mass.—To conduct cooperative advertising, publicity, and sales promotion, a new association known as the Air Conditioning Bureau of Springfield has been organized here, with headquarters at 65 State St.

At the present time, the organization is composed of 12 firms which handle air-conditioning equipment only. Officers of the association are Frank Wyckoff, president; Lawrence Davis, vice president; Albert Bailey, treasurer; and Thomas Lawless, secretary. The directors are Milton Bearg, Richard Harpter, and H. W. Lawrence.

The United Electric Light Corp. is used as a clearing house for the bureau. The concern encloses circulars and advertising material describing air-conditioning advantages with its monthly bills.

Johns-Manville Develops Sound-Absorbing Sheets

NEW YORK CITY—Air-acoustic sheets, a new product designed to reduce or eliminate the noise transmitted in air-conditioning and ventilating systems, has just been introduced by Johns-Manville.

These sheets are a sound-absorbing material in rigid block form made of rock wool and a suitable binder, and are primarily used as duct lining. They will not smoulder or support combustion.

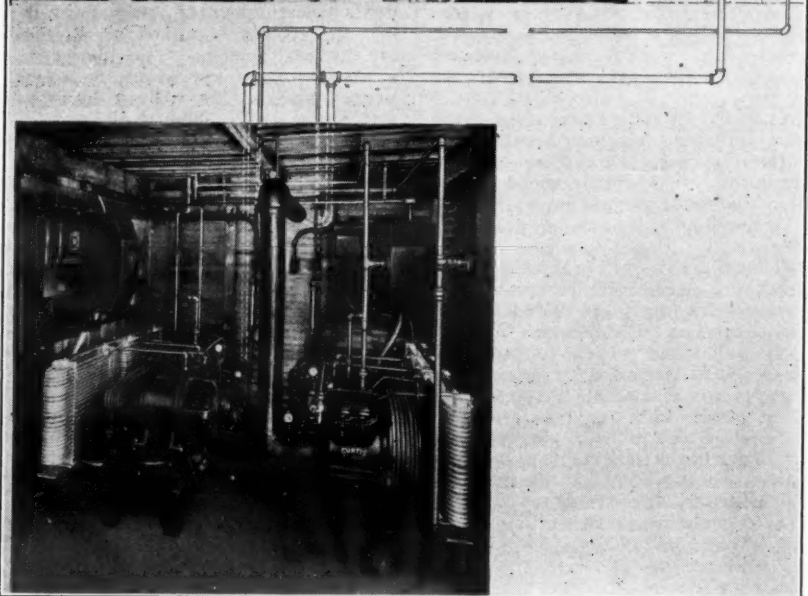
Since materials used for duct linings in air-conditioning systems are continuously subjected to humidity, air-acoustic sheets are highly moisture resistant. They are attached to duct surfaces either by spot cementing with acoustical cement or by mechanical fastenings.

Carrier Installs Units For Baltimore Store

BALTIMORE—O'Neill & Co., department store here, is being equipped with a Carrier air-conditioning system at an approximate cost of \$10,000. Installation is being made by Air Conditioning, Inc., local Carrier distributor.

With completion of O'Neill & Co.'s air-conditioning system, all of the city's large department stores will be so equipped, in whole or in part.

Curtis Refrigeration Units Used in St. Louis Office Equipped with Year-'Round System



ST. LOUIS—Refrigeration equipment manufactured by the Curtis Refrigerating Machine Co. furnishes the comfort cooling part of a year-'round air-conditioning system which has been installed in the main offices of the Cupples Co. here. The offices occupy two floors and house nearly 100 employees.

A central type air-conditioning system has been installed. The main conditioning chamber is built on a platform, which is suspended just outside of the office space.

This central chamber is comprised of an insulated sheet metal housing, filters with 12,000 c.f.m. capacity, Trane direct expansion cooling coils of 50 tons capacity, humidifier sprays, Trane tempering coils, and a blower circulating 12,000 c.f.m. at 325 r.p.m.

Two Curtis model FWH-1500-AC 15-hp. 4-cylinder condensing units are installed in the sub-basement below the offices, supplying refrigeration to the cooling coils through hard-drawn copper pipe.

Controls for summer operation consist of thermostats in the outside air and return air ducts, controlling solenoid valves in the liquid lines of the refrigeration machines. The amount of ventilating, or fresh air introduced, is controlled by a modulating damper in the fresh air duct.

The system is so designed as to permit any amount of fresh air to be handled up to the capacity of the fan, which permits ventilation during those

periods when heating or cooling is not required.

For winter operation, control of temperatures is provided by a room thermostat actuating a motor-driven on-and-off steam valve in the existing steam radiation heating system. The tempering coils—one for each room—are controlled by modulating-type motor-driven valves, actuated by thermostats in the return air ducts from each floor.

The system will maintain a temperature of 80° F. with 50 per cent relative humidity, with outside conditions of 95° F. and 46 per cent relative humidity.

In winter the inside design conditions are 70° F. and 40 per cent relative humidity with an outside temperature of 0° F.

Heating controls are supplied with a week-end shut-off, so that the plant automatically takes care of itself over week-ends.

Ducts were designed for a velocity of about 1,000 f.p.m. in the main runs. Air is delivered through three-way grilles at a velocity of about 500 f.p.m.

Return air grilles are so located as to necessitate movement of air through the entire building before it is returned to the blower. Return air is taken back from both floors.

The system was engineered by the Cooling, Ventilating & Sales Corp., distributor for Curtis equipment here, and installed by the Sodemann Heat & Power Co. of St. Louis.

CENTURY SQUIRREL CAGE INDUCTION MOTORS



Because every detail of design is based on complete, accurate knowledge of industry's most exacting requirements—the NEW Line of Century Polyphase Motors will still be new tomorrow! "They Keep a-Running"

AIR CONDITIONING

For years Century Motors have played a conspicuous part in Electric Refrigeration, Pumps, Oil Burners, Compressors, Blowers, Stokers and other types of equipment which have grouped themselves into the fastest growing industry of today—Air Conditioning! Century's proved ability to meet, and often exceed, these unit requirements assures the same ability to meet the group requirements.

UP TO 600 HORSE POWER

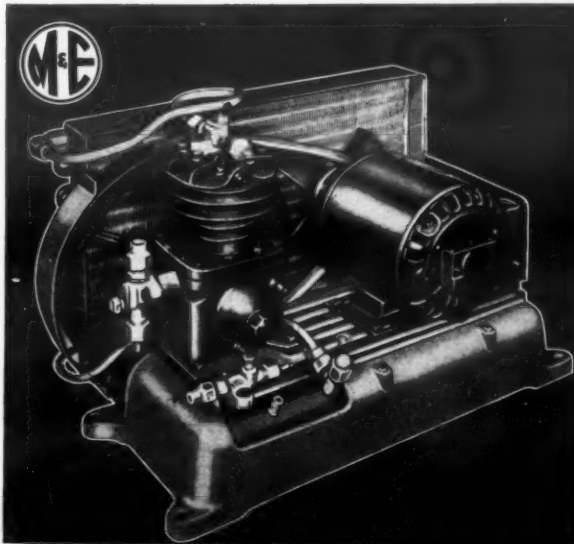
Century Engineers know industry's motor demands—Century Motors are built to meet them!



CENTURY ELECTRIC COMPANY
1806 Pine Street St. Louis, Mo.
Offices and Stock Points in Principal Cities

MOTORS UP TO 600 HORSE POWER

The Wide Choice of "M&E" Compressors permits "CUSTOM-built" Perfection on every installation...



9th YEAR

1/6 to 10 h.p.

Air Cooled

Water Cooled

Air and Water Cooled

Complete Line of BARE COMPRESSORS for service companies and assemblers.

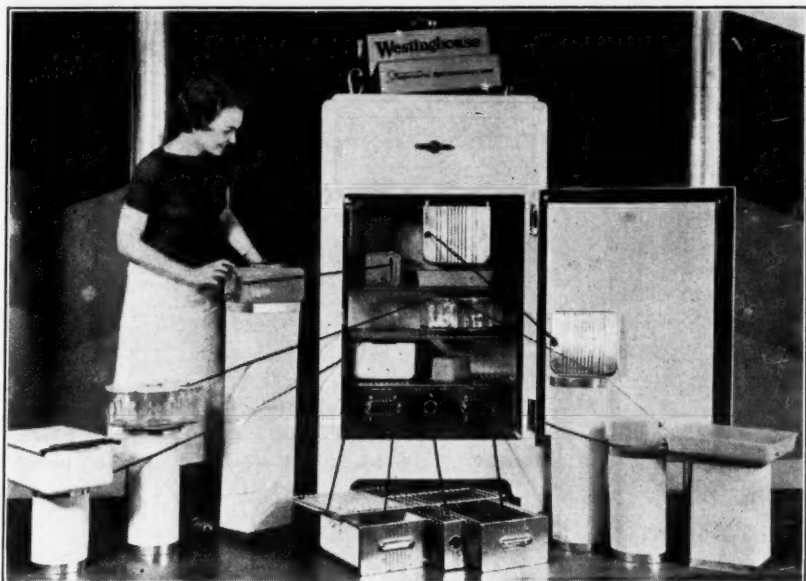
Catalogs on Request

MERCHANT & EVANS CO.
Manufacturers
Established 1866

Main Offices—
Showrooms
PHILADELPHIA, PA.
Plant:
LANCASTER, PA.

SPECIALTY SELLING

Gadgets to Help Summer Sales



This effective display layout is designed to show the accessories in the form of a triple storage compartment, water cooler, etc., offered with the Westinghouse "Ambassador" model, one of two new models featuring an unusual number of accessories which Westinghouse recently introduced.

No Vacations but Contests with Week-End Trips As Prizes Help Burns Set New Record

PHILADELPHIA—By eliminating all vacations and running a series of special campaigns with generous quotas and attractive awards to winning salesmen, Judson C. Burns, General Electric distributor here, has kept sales considerably above their usual summer level.

A July campaign, with extra commissions and a trip to Atlantic City as prizes for salesmen-qualifiers, resulted in sales totaling \$520,000. One hundred and ten salesmen made the trip to "America's playground," had luncheon and dinner at the Ritz-Carlton hotel, and enjoyed sailing, surf swimming, and other entertainment.

In the week which followed the

close of the July campaign, the company offered, for those attaining a very low quota, tickets to a Saturday afternoon double-header baseball game at Shibe Park, home of the Philadelphia Athletics.

For the September sales campaign, which opens Aug. 19, quota-making salesmen are being offered a trip to New York City, with expenses paid.

These special drives, Mr. Burns says, are real summer sales stimulants. With contest quotas set low, and additional cash prizes for those who exceed them, salesmen fight for the privilege of participating. Fully 90 per cent of his men have qualified for awards in this summer's contests, he reports.

Hampton, Ga. Dealer Makes an Event of Carload Order & Sells 'Em All in a Week

HAMPTON, Ga.—Ordering a carload of electric refrigerators, and broadcasting by hourly bulletins its progress from the factory to Hampton, proved such an effective summer promotion stunt that A. L. Cain, proprietor of Cain's Pharmacy, Crosley and Frigidaire dealer in this town of less than 1,000 people, sold the entire lot in less than a week.

The broadcasts were made over a 100-watt local station. In addition to reporting on the progress of the car of refrigerators, hour by hour, these "spot" announcements gave a word picture of the economy and convenience which they would make possible in listeners' homes, and told when the car would arrive in the town.

On the day of the car's arrival, Mr. Cain announced the event with a full-page advertisement in the local

newspaper, showing, in addition to a picture of the freight car, a full display of models and prices. Thirty-three refrigerators were delivered to homes direct from the freight car, and the rest were sold within the next six days.

Low terms have helped Mr. Cain's two dealerships, here and in Griffin, a few miles away, to sell 235 refrigerators since the first of the year. Starting his selling season as early as February, he began, in March, to advertise "no down payment," and terms as low as \$1.25 weekly.

Much of his success, too, he attributes to satisfied users.

"I would sell a refrigerator, and then go back to see this customer in a couple of days," he says. "She would tell me of a neighbor or a kinsman who wanted one just like hers."

77 Members of G-E Outlet in Waterbury Win Trips to Factory

WATERBURY, Conn. — Seventy-seven members of the retail and wholesale organization of the Modern Home Utilities, Inc., each sold the \$2,000 worth of General Electric refrigerators, ranges, and dishwashers, which made them winners in the "On to Schenectady" contest held from June 10 to July 27, inclusive.

The contest was the primary factor in stimulating members of the organization to summer sales activity, declares J. E. Neilly, manager of the company.

Open to any dealer or utility salesman working under the distributorship, this seven-week contest had as its prize a day's trip to the Schenectady factory of the General Electric Co., in which a visit to the House of Magic, lunch, dinner, and entertainment were scheduled.

Rules for the contest were simple. One credit was given for each \$1 worth of sales, based on f.o.b. range and dishwasher prices, and refrigerator selling prices, less \$5 warranty.

Salesmen and dealers eligible to participate were expected to have their names registered at the distributorship office.

Weekly reports, containing the name and address of the buyer, the model sold, date of installation, and the salesman's name comprised the required information by which the company judged awards.

Lehleitner Will Take Leading Dealers in Contest to Detroit

NEW ORLEANS—Norge Products Co., Inc. here, has inaugurated a dealer travel contest with which it expects to increase late summer sales. Winners will be sent to the Norge distributors convention in Detroit, the second week of January.

George H. Lehleitner, president of the company, explains the contest in this way:

"Retroactive to July 1, dealer purchases of Norge merchandise will be tabulated, and for every \$5,000 of f.o.b. New Orleans list price valuation shipped during the last six months of 1935, a member of the dealership organization will be entitled to make the trip.

"It is not necessary for each man to sell, personally, \$5,000 worth of merchandise," says Mr. Lehleitner, "trips will be awarded on the basis of one trip for each \$5,000 valuation of purchases by the dealer."

Distributors of the Norge line in San Antonio, Houston, Dallas, and Little Rock are also sending similar delegations to the convention.

Dealers are supplied with travel maps on which is designated the number of miles to Detroit, via Chicago and Muskegon—approximately 1,667 miles.

Crediting one mile for each three dollars of list price purchases, progress of each dealership may be marked out on these maps.

While in Detroit, winners will attend the distributor's convention, view the entire 1936 Norge line, inspect the Muskegon and Detroit cabinet and Rollator plants, and meet personally, executives of Norge.

Sales Idea of the Week

By V. E. Vining, Director of Department Store Sales, Westinghouse Electric & Mfg. Co.

Someday, I am going to start a movement to build a monument to the Department Store Clerk who otherwise may die unhonored and unsung.

She is an arbiter elegantiae of the city in which she lives and does her stuff.

If she presents her story well the women of her city will be well dressed, in good taste, in the latest style.

If she fumbles and doesn't give a damn she will have done her share towards building a sloppy town.

She is an arbiter of the family purse.

If she believes in quality merchandise and sells it—she actually puts money in the pockets of her customers. If she sells junk she makes poor people poorer.

What's more;

She holds the happiness of a lot of people in her hands.

If she sells some "sweet-young-thing" a dress that brings out all her charm—or a ribbon that matches her eyes, and the little girl's sweetie pops the question that night—the clerk should have a teenie weenie bit of credit.

Or—

If she sells a fat woman a hat that makes her look like a horsefaced exhibit at a Sunday School picnic—she must share some of the blame when the husband beats his wife or leaves her at home, alone, weeping, studying the advertisements, as she wonders if it may all be due to Halitosis, B. O., or Morning Mouth.

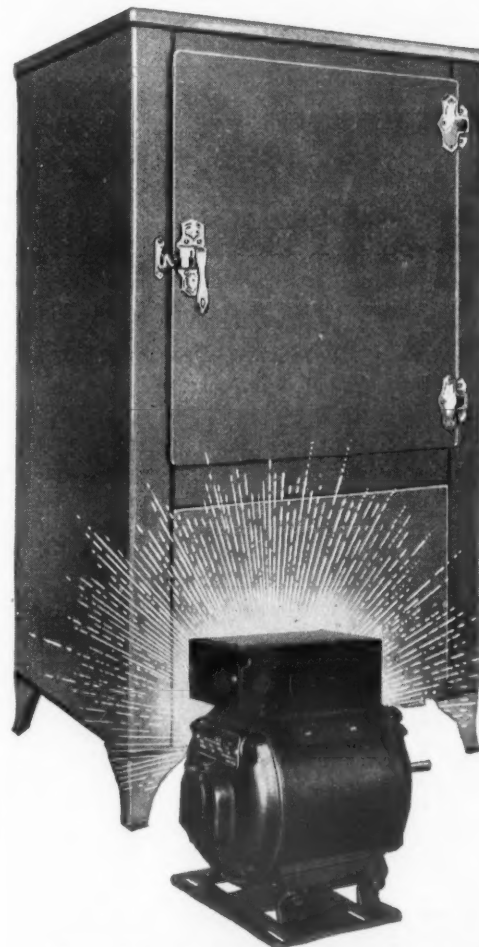
So—

Doff your bonnet—to the department store clerk who knows her power—and uses it.

And loves it.

WAGNER MOTORS

are
Well-Designed



DUE to precision of manufacture, careful selection of materials and parts, and intelligent engineering, Wagner motors conform to refrigerator manufacturers' demands for well-designed auxiliary equipment.

Every single item that has a definite bearing on the appearance of Wagner motors contributes to its mechanical efficiency. Drip-proof end-plates, for example (see Photo N445), protect the motor from falling dirt and liquids, and protect individuals

from contact with moving parts. Ample ventilation is secured from openings located underneath the bearing housings.

Another important feature contributing to the appearance and long-life qualities of Wagner motors is the non-corrosive, rust-resisting finish. All parts of the stator frame first receive a primer coat of Japan, (thoroughly baked in special ovens at a temperature of 450 degrees F.), selected for its penetrating and adhesive properties. All completed motors receive a finishing coat of heavy lacquer, selected for its rust-resisting and oil-proof qualities, sprayed on under pressure to insure a smooth, even surface, and thoroughly dried in temperature-controlled ovens.

All parts and completed motors undergo careful and thorough tests according to all N. E. M. A. specifications, — your assurance of reliable, quiet, trouble-free, quality motors. Photo K1261 shows a view of one of the test boards with a motor undergoing tests.

Wagner Bulletin 167 will be sent upon request.

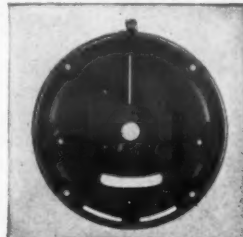


PHOTO N445



PHOTO K1261

Wagner Electric Corporation
6400 Plymouth Avenue, Saint Louis, U.S.A.

S635-5C

MOTORS - TRANSFORMERS - FANS - BRAKES

"AN OLD NAME IN A YOUNG INDUSTRY"

CURTIS

A Complete Line — 59 Units

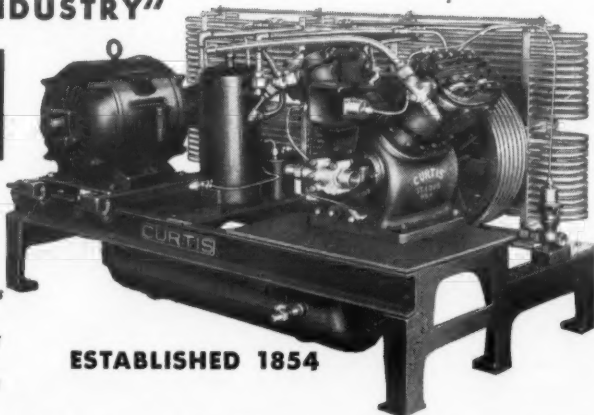
Fair Policy — 81 Years' Successful Merchandising

Quality Workmanship — 41 Years' Building Compressors

Financial Stability — Aaa Highest Capital & Credit Rating

Proven Design — 13 Years' Building Refrigeration Units

Only by Building Permanently on This Complete Combination Can You Secure Sure Profits in This Fast Growing Industry—



ESTABLISHED 1854

← Air View of Curtis 20 Acre Plant

Curtis is a well integrated institution, having its own gray iron foundry, brass foundry, machine shop, pattern shop, tool room, electric welding department, structural shop and power plant.

CURTIS REFRIGERATING MACHINE CO.

Division of Curtis Manufacturing Co.
1912 KIENLEN AVENUE • ST. LOUIS, MISSOURI

MASTER SERVICE MANUAL (Chapter 6)

Service & Operating Problems Of Thermostatic Controls

By K. M. Newcum

69. Thermostatic Controls (Continued)

A Ranco thermostatic control is shown in Fig. 117. Note the range adjusting screw to which the adjusting knob is attached. It extends down into the control and is threaded into the range adjusting spring holder.

By turning the range adjusting

does not change the differential, but does change the temperature range.

The overload relay heater coil is affected by an overload on the motor and becomes hot, melting the solder bond and allowing the contacts to open, and switch lever to move to "off" position stopping the motor.

After allowing sufficient time for the solder to cool, the lever may be reset to the "on" position to start

Type 'F' Ranco Control

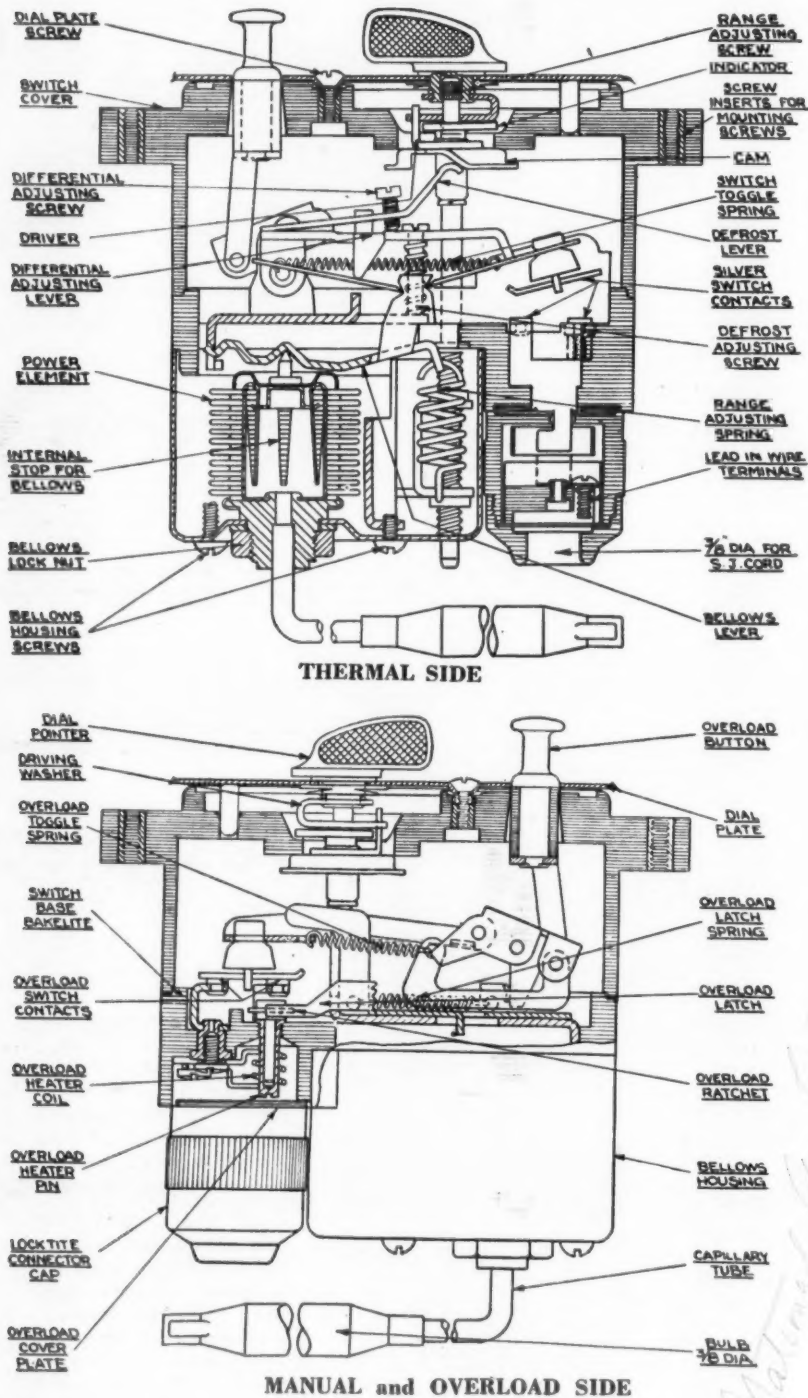


Fig. 117—Ranco thermostatic control used in household refrigerators.

knob, the tension on the main adjusting spring is either increased or decreased as the case may be. Changing this adjustment on the control

the motor. If the relay continues to kick off, the system should be checked for cause.

Overload relay coils are interchange-

Master Service Manual To Be Published In Book Form

Published in this issue is Chapter 6, Instalment 4 ("Thermostatic Controls" continued) of the Master Service Manual, prepared by K. M. Newcum. The manual is being published serially in Electric Refrigeration News, the first instalment appearing in the April 10, 1935, issue. When all the chapters have been published in the News, the information will be put in book form, with considerable supplementary material.

This manual of information on the design and operation of present-day refrigeration systems will add to the service man's knowledge, and will assist him in meeting specific problems in servicing operations in the field.

Our supply of some of the back issues has been sold out. In order to meet the demand for the complete series we make the following offers to service men:

(1) Send \$3.00 for a year's subscription to Electric Refrigeration News to start now (or as far back as we have issues available) and we will send reprints of all previous Newcum articles in pamphlet form (size 6 1/4 x 8 3/4 inches).

(2) Send your advance order for a copy of the Master Service Manual, enclosing \$3.00 to pay for the complete book, when published, and we will send you free of charge, reprints of all the Newcum articles published in the News up to the present date. These reprints will be in pamphlet form (size 6 1/4 x 8 3/4 inches).

Following is an outline of the subjects and the dates of the weekly issues of Electric Refrigeration News in which the material was published:

Chapter 1—THEORY OF REFRIGERATION (April 10).

Chapter 2—PRINCIPLES OF MECHANICAL REFRIGERATION (April 17).

Chapter 3—COMMON REFRIGERANTS (April 24).

Chapter 4—CONDENSING UNITS.

Instalment 1: description of various compressor parts (May 1).

Instalment 2: stuffing box seals, flywheels, and direct-connected units (May 8).

Instalment 3: rotary compressors (May 29).

Instalment 4: care and servicing of shut-off valves and gaskets (June 5).

Instalment 5: condensers (June 12).

Instalment 6: liquid receivers (June 19).

Chapter 5—EVAPORATORS.

Instalment 1: flooded evaporators with low side float valve (June 26).

Instalment 2: high side float valves and flooded evaporators (July 3).

Instalment 3: automatic expansion valves (July 10).

Instalment 4: automatic expansion valves—continued (July 17).

Instalment 5: thermostatic expansion valves (July 24).

Chapter 6—CONTROLS

Instalment 1: low pressure controls (July 31).

Instalment 2: low pressure controls continued (August 7).

Instalment 3: thermostatic controls (August 14).

Instalment 4: thermostatic controls continued (August 21).

Chapter 7—MOTORS (coming)

Also published in this issue is No. 19 of "Installation Operations," and No. 19 of "Service Operations," two series of lessons outlined for the use of the service manager in instructing beginners.

able in most modern controls, but the coil should always be the correct size for the motor to be of any protective value. A coil that has too high a rating will usually not cause the switch to kick out under overload conditions, and the electric motor may burn up. A coil that is under rated will continuously kick out and should be replaced with one of the proper size.

One manufacturer lists the following ampere ratings for heater coils for small sized motors:

Rp. of Motor	Ampere Rating	Volts
1/4	3.5	110
3/8	4.5	110
1/2	5.0	110
5/8	6.0	110
3/4	7.0	110

Thermostats may be obtained with any standard temperature range and differential setting. Most of the later controls indicate temperature range.

The thermostatic control, like the thermostatic expansion valve, depends upon the temperature changes in the bulb to function. The bulb must always be located in a colder location than the power element.

Due to the small amount of thermostatic fluid in the smaller controls the capillary tube should not be allowed to come in contact with the

INSTALLATION OPERATIONS

A SERIES OF LESSONS OUTLINED FOR THE USE OF THE SERVICE MANAGER IN INSTRUCTING BEGINNERS IN INSTALLATION WORK

No. 19—Making Temporary Electric Connection to Motor

By K. M. Newcum

TOOLS NEEDED:

Pocket knife, screw driver, and pliers.

MATERIALS NEEDED:

One piece of lamp cord of sufficient length to reach from compressor to nearest light socket, one double socket, one male and female plug, one weather proof test socket, two fuses, and one roll friction tape.

PROCEDURE:

1. Install male plug on one end of the lamp cord.
2. Connect weather proof socket into one side of the lamp cord near the motor.
3. Connect one side of the lamp cord directly to the motor.
4. Connect the other side of the lamp cord through the switch to the motor.
5. Tape all open connections with friction tape.
6. Insert double socket in nearest outlet. Turn the switch on.
7. Screw the female plug into socket and insert male plug into female plug.
8. Remove the belt from the compressor.
9. Screw a fuse into the socket of the weather proof socket and test the motor. If hooked up correctly it should run. Unscrew the fuse to stop the motor.
10. Put the belt back on.
11. Leave an extra fuse near the compressor for replacement purposes, and inform the user of its presence and how to change the fuse should a fuse blow after you have left the job.
12. Check with instructor.

cold evaporator, as a part of the vapor may condense in this cold part of the tube robbing the bulb, and affecting normal operation.

Improper contact between the bulb and the evaporator may result in long on cycles and general abnormal operation of the control. The control will remain inactive and will not cut in if the bulb and power element has lost its charge.

This may be determined by attempting to flex the bellows with the fingers. If it is easily flexed, with a warm bulb it is evident that the bulb has lost its charge and should be replaced.

Inasmuch as the thermostat is not a definite part of the refrigerant circuit as is the case with the low-pressure control, irregularities in the refrigerant charge and in other parts of the system will only indirectly effect its operation.

Prime purpose of the thermostat is

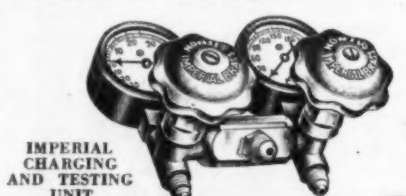
to keep the motor in operation until the temperature at the point of contact of the bulb is reduced to the set cutting-out temperature, opening the contacts, and stopping the motor.

The thermostat then keeps the motor off until the temperature of the bulb has increased to the set cutting-in temperature, at which point the thermostat closes the circuit and keeps the motor in operation until the cutting-out temperature is again reached. Whether or not the system is functioning correctly does not affect the control for it is not connected into the system.

An inefficient compressor, a leaky discharge valve, a shortage of refrigerant, a restriction in the refrigerant lines or strainers, or any other condition which would tend to slow up evaporation, will cause the system to operate overtime or continuously, for the thermostat will not cut out until its cutting-out point is reached.

For Every Need in Refrigeration IMPERIAL Valves, Fittings, Service Tools

IN this thoroughly complete line, all units are made for the most modern conditions in the industry, of brass or bronze. The valves are forgings, and all fittings are either forged or extruded—non-porous and seepage-proof.

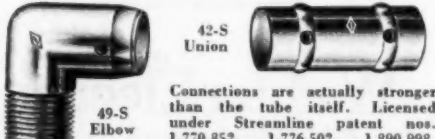


For removing refrigerants, testing for leaks, preparing for charging, setting controls and expansion valves, etc. Equipped with Imperial "Sylpak" shutoff valves (operated on the sylphon principle). No. 200-C.....\$6.75



In less than 30 seconds, cranking or splitting tubing. gives right flare for S.A.E. joints without No. 93-F. For 3/16" to 1/2" tubing.....\$3.00 No. 95-F. 1/4", 5/16", 3/8", 1/2" and 5/8".....\$4.00 No. 103-F. 3/4", 7/8" and 1".....\$5.00

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Connections are actually stronger than the tube itself. Licensed under Streamline patent nos. 1,770,852, 1,776,502, 1,890,998.

Order from your jobber. Write also for special vest-pocket catalog, the handiest in the trade.

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SERVICE OPERATIONS

A SERIES OF LESSONS OUTLINED FOR THE USE OF THE SERVICE MANAGER
IN INSTRUCTING BEGINNERS IN SERVICE WORK

No. 19—Changing Float Valve on Coils Equipped with Removable Header & Shut-Off Valves

By K. M. Newcum

REASON:

Same as Operation No. 18. The float should not be changed, however, until it is found that it will not hold after flushing. Extreme care must be exercised during this entire operation. Before the operation is started, be sure that you have all the necessary tools, new gaskets, and new valve in readiness. Always use the necessary precaution to prevent any moisture from entering the coil during the operation. Remove all food products from the interior of the refrigerator and also remove any flowers, plants, pets, etc., from the room. Most of these precautions are only necessary if the refrigerant is sulphur dioxide, but it is well to carry them out with any refrigerant to prevent accidents.

PROCEDURE:

- Attach the combination gauge set.
- Close the liquid line shut-off valve at the compressor all the way to the right.
- Put the compressor into operation and make the necessary arrangements to keep it running. If a low pressure switch is used, block the switch with a block of wood, so that it will not shut off when the compressor has reduced the pressure below the regular cutting out point. If a temperature control (thermostat) is used, it will usually remain closed, i.e. keep the motor running without any alterations. If the thermostat persists in stopping the motor, apply heat with a cloth dipped in hot water or fill the ice cube trays with hot water and place them in the tray sleeves.
- The compressor may have to operate from one to four hours, depending on the amount of refrigerant to be pumped back and the size of the coil and compressor. Keep a close check on the operating head pressure, and if the pressure rises to a dangerous point, stop the compressor and call the instructor.
- It will be noticed that the coil frosts up and the pressure on the compound gauge gradually diminishes. At irregular intervals during the pumping down process, a loud thumping, or bumping noise may be heard in the cooling coil, followed by a noticeable rise in the pressure on the compound gauge. This is merely some trapped refrigerant breaking loose from the oil in the coil and is quite natural and will cause no harm. As the liquid level in the coil lowers, the coil will begin to defrost, starting from the top of the evaporator and continuing down to meet the liquid level.
- Play the flame of a blow torch on the coil, apply the bulk of the heat to the bottom. Do not get the coil hot, just merely keep it warm. The pump down will be considerably faster, as the heat from the flame will cause the liquid to boil more violently. Observe the head pressure at regular intervals.
- When all the liquid has been pumped from the coil, all the frost will be melted and it will remain warm, although the compressor is still in operation. When this point is reached, the compound gauge should register 25 inches or lower.
- Stop the compressor and observe the reading on the compound gauge. If the gauge holds its reading of 25 inches or lower without increasing, it is evident that the coil is completely evacuated. Leave the compressor shut off for at least 10 minutes to assure yourself of this point. While waiting for the gauge to show any signs of changing, play the flame of the blow torch around the header and other parts that are to be removed, and dry them thoroughly. Do not get the coil too hot as the solder will melt.
- If the gauge remains constant and the coil is warm and dry, open the liquid line valve at the compressor slightly, allowing the pressure to build up to between 0 and 1 lb. on the compound gauge. By allowing the pressure to build up to 1 lb., you have displaced the vacuum, and there is no danger of getting air into the system while the change is being made.
- Close the suction line valve at the compressor all the way to the right. Close the suction and liquid line valves on the cooling coil all the way to the right.
- Before going any further, make sure that you have the new float valve and gaskets in readiness. Both the float valve and gaskets must be clean and free from moisture. If composition gaskets are to be used, apply a film of oil to both sides of the gaskets. If lead or metal gaskets are to be used, it is not necessary to put oil on them.
- Disconnect the liquid and suction lines from the header valves and insert flare plugs in lines.
- Have a gas mask in readiness with the correct canister for the refrigerant in question. Put on a pair of goggles to protect the eyes.
- Open suction line shut-off valve slightly. There will probably be a slight rush of gas at this point but only a slight amount will come out if the preceding steps were followed correctly. Close the valve when no more gas is apparent.
- Remove the suction line shut-off valve from the float valve header by removing the cap screws that hold it in place.
- Remove the liquid line shut-off valve in the same manner. If the liquid line valve is the screw or threaded type, remove it by applying a wrench and turn it to the left (counter clockwise) until it is completely unscrewed. Clean all the remains of the old gaskets off the valves with a gasket scraper or chisel.
- Loosen and remove the float valve assembly by removing the cap screws that hold it in place. Use a screw driver to pry the header away from the coil. Even though you are wearing goggles, it is advisable to

(Concluded on Page 14, Column 4)

Supply Jobbers Approve Plan To Sell "News"

Note: Following are additional letters from refrigeration supply jobbers commenting on the proposed plan to appoint a selected number of such concerns as local sales agents for Electric Refrigeration News and other publications of Business News Publishing Co.

Melchior, Armstrong, Dessau Co.
Refrigeration & Oil Burner Supplies
Heating Appliances
300 Fourth Ave., New York City
Publisher:

Please pardon my delay in replying to your letter of Aug. 6 but I have been away from New York City.

We shall be very glad to distribute the 15 sample copies of the July 24 issue of ELECTRIC REFRIGERATION NEWS amongst a few of the service men in this territory, and will also be glad to do anything that we can to get this excellent medium distributed as much as possible amongst the refrigeration trade in the territory in which we are operating.

It may interest you to know that we have, ever since the inception of our refrigeration supply business in this country, done quite a bit to get our buying friends to subscribe to your magazine and we are sure that quite a good percentage of them have done so.

You will remember that our interest in the dissemination of ELECTRIC REFRIGERATION NEWS dates back several years and your files will show evidence of our interest in getting for you subscribers from foreign countries. On several occasions we have sent out subscription forms to our entire foreign mailing list. Quite a number of subscriptions for foreign customers have been placed through us and we know that a number of them have sent these subscriptions direct to you.

I mention the above simply as an indication of our interest in your trade paper and to substantiate the statement we make above that we are willing to cooperate to the utmost in your behalf.

J. J. MARSHALL,
General Sales Manager.

Aetna Supply Co.
Refrigeration Supplies
3075 Third Ave., New York City
Publisher:

Thank you for your letter of the 6th. We will be pleased to distribute the sample copies of the News.

We believe that articles, along the line of Mr. Newcum's, are instructive to, and understandable by, the service men.

We shall be glad to cooperate with you in soliciting subscriptions to the News and the sale of books pertinent to the industry.

I. J. FAGANS.

California Refrigerator Co.
1077 Mission St., San Francisco
Publisher:

Please find enclosed our check for the first subscription that we have secured for you under your new plan of having reliable and well-established refrigeration supply houses accept subscriptions for your well-edited and interesting magazine. We look forward to receiving it every Monday morning.

We are giving out the 15 sample copies that you sent us and expect to send you many subscriptions. We suggest that you put your weekly magazine on sale in our store where it will be prominently displayed so that all dealers and service men can see it.

There is another field where your magazine can be sold and which will be quite helpful to your advertisers. We have already suggested the use of the News for this purpose; it is for young men who are learning the refrigeration business, either by working as apprentices or taking a correspondence course.

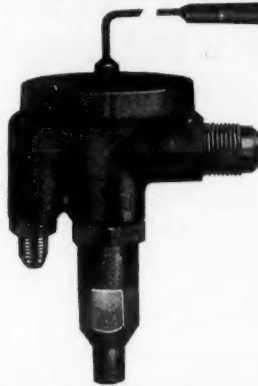
One of our young boys is a subscriber to the News and he reads and studies it religiously each week, not only the news items but the advertising as well for these advertisements are described by experts and how could any service man work unless he knew the different parts and accessories used in refrigerators. For the young man learning the refrigeration business your "sales talk" and "service lesson" each week are most helpful.

If I had a son learning the refrigeration business the first thing I would do would be to have him subscribe to the News and study the same from cover to cover, each and every week.

More power to the ELECTRIC REFRIGERATION NEWS!
CLARENCE F. (SANDY) PRATT,
President.

BUYER'S GUIDE

MANUFACTURERS SPECIALIZING IN SERVICE
TO THE REFRIGERATION INDUSTRY



PEERLESS THERMAL EXPANSION VALVES

for Methyl Chloride, Sulphur Dioxide,
Freon, and Ammonia

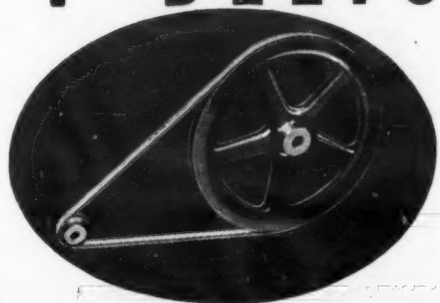
1. No bellows to leak.
2. No possibility of moisture condensation interfering with valve action.
3. Tried and proven in every section of the country.
4. Competitively priced.

PEERLESS ICE MACHINE CO.

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DAYTON V-BELTS

There is a Dayton V-Belt made especially for all makes and types of refrigerators, washing machines and other appliances. A stock is available near you. Send for price list and name of your nearest distributor.



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The world's largest manufacturer of V-Belts

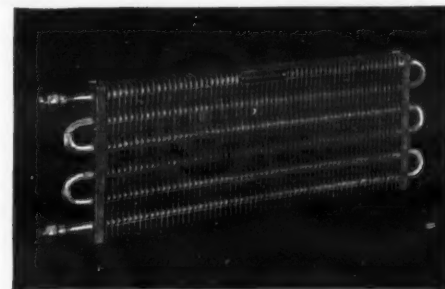
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On the job - - in three million homes - - Ranco thermostats have proved their accuracy and dependability beyond all question of doubt. We know this to be a fact because we have made careful checks with thousands of service station managers. Write for KR Bulletin.

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The Automatic Reclosing Circuit Breaker Co.
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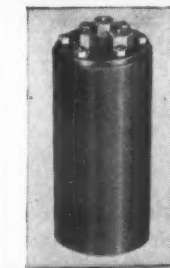


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AMERICAN INJECTOR COMPANY 1481-14th Street, Detroit, Mich.

A convenient way to keep your back issues of the News

We offer a binder designed and made especially for keeping your file copies of Electric Refrigeration News neat and always available for ready reference. It is made of stiff board covers, attractively bound in good quality of black imitation leather. The name Electric Refrigeration News is stamped in gold on the front cover and backbone. The price is \$3.75 shipped to you post paid in the United States and Possessions and Pan-American Postal Union countries. For all Foreign countries, postage based on a shipping weight of 6 pounds must be added to this price. Send your remittance with order. May we send you one?

Electric Refrigeration News, 5229 Cass Ave., Detroit, Mich.

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Because it protects the motor from overloads, it prevents the troubles caused by burned-out motors. Ermstat Fully Automatic Electric Motor Overload Protection decreases service calls and considerably lessens spoilage of ice cream and other contents

Write for details Ermstat Co. 1825-39 Wylie St., Philadelphia
MELCHIOR, ARMSTRONG, DESSAU CO., INC., EASTERN DISTRIBUTORS
PHILADELPHIA, NEW YORK, BOSTON, BALTIMORE

BUYER'S GUIDE

MANUFACTURERS SPECIALIZING IN SERVICE
TO THE REFRIGERATION INDUSTRY



MAYFLOWER COMMERCIAL COMPRESSORS

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Aircooled and Watercooled SO₂
and Methyl Chloride Models
1/3 H. P. to 2 H. P.

Manufactured by

HARDY MANUFACTURING CO., Inc., 100 Davis Ave., Dayton, Ohio



CONDENSING UNITS AND COMPRESSORS FOR HOUSEHOLD REFRIGERATION

BY
JOMOCO, INC.

A SUBSIDIARY OF THE
JOHNSON MOTOR CO.
Waukegan, Ill.
CABLE ADDRESS: JOMOCO-WAUKEGAN

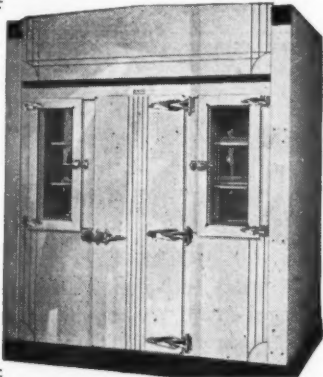
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All types and sizes of heavily insulated
refrigerators and display cases.

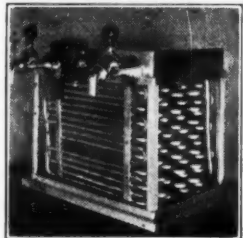
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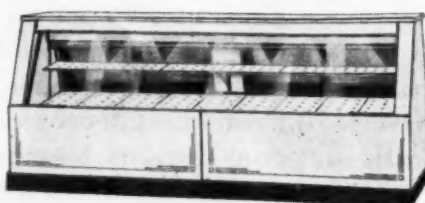
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PATENTS

Issued August 6, 1935

2,010,001. AIR CONDITIONING SYSTEM EMPLOYING STEAM FOR HEATING AND COOLING. Carlyle M. Ashley, South Orange, N. J., assignor, by mesne assignments, to Carrier Engineering Corp., Newark, N. J., a corporation of New York. Application Aug. 12, 1932. Serial No. 628,558. 14 Claims. (Cl. 257-9.)

2,010,040. DIRECT READING COMFORTABLE TEMPERATURE INDICATOR. Wilfred Shurtlett, Moline, Ill., assignor to The Herman Nelson Corp., Moline, Ill., a corporation of Illinois. Application Dec. 29, 1930. Serial No. 505,294. 3 Claims. (Cl. 73-24.)

2,010,060. METHOD OF AND APPARATUS FOR COOLING BEER. Lloyd G. Copeman, Flint, Mich., assignor to Copeman Laboratories Co., Flint, Mich., a corporation of Michigan. Application May 15, 1933. Serial No. 671,168. 20 Claims. (Cl. 62-91.5.)

2,040,259. MEANS FOR DEFROSTING REFRIGERATING UNITS. Nathan F. Fretter, Cleveland Heights, Ohio. Application Feb. 2, 1933. Serial No. 654,787. 10 Claims. (Cl. 62-126.)

2,010,408. REFRIGERATING SYSTEM. Carl Georg Munter, Stockholm, Sweden, assignor, by mesne assignments, to Electrolux Servel Corp., New York, N. Y., a corporation of Delaware. Application Jan. 12, 1933. Serial No. 651,260. In Germany March 5, 1932. 48 Claims. (Cl. 62-119.5.)

2,010,413. WATER COOLER. Frank D. Peltier and Walter A. Kuenzli, Evansville, Ind., assignors to Servel, Inc., New York, N. Y., a corporation of Delaware. Application March 20, 1933. Serial No. 661,694. 11 Claims. (Cl. 62-141.)

2,010,490. REFRIGERATOR TRUCK. Frank C. Jones, Toledo, Iowa. Application July 7, 1933. Serial No. 679,423. 7 Claims. (Cl. 254-8.)

2,010,500. SNAP ACTION VALVE. Lawrence C. Smith, Buffalo, N. Y., assignor to Fedders Mfg. Co., Inc., Buffalo, N. Y. Application Feb. 19, 1934. Serial No. 711,889. 2 Claims. (Cl. 137-139.)

2,010,504. LIQUID COOLING AND DISPENSING DEVICE. Joseph Askin, Buffalo, N. Y., assignor to Fedders Mfg. Co., Inc., Buffalo, N. Y. Application May 13, 1933. Serial No. 670,898. 1 Claim. (Cl. 62-141.)

2,010,546. VIBRATION ELIMINATING MEANS FOR REFRIGERATING SYS-

SERVICE OPERATIONS

(Concluded from Page 13, Column 1)

keep the face as far away from the coil as possible and always to one side, so that if there is a small out rush of gas it will not strike you in the face or get into your eyes.

R. Clean all traces of the old gasket from the coil and wipe it dry and clean with a cloth.

S. Fit the gasket into place on the new float valve and insert the assembly into place and proceed to replace the cap screws. Tighten the cap screws evenly and be very careful to draw the header into place correctly because if a good fit is not made, a leak will result.

T. Put the new gasket on the liquid line valve and install it on its place on the header. If the screw type valve is used, as in the case of the Frigidaire, a gasket is not necessary on the liquid line valve, but a high grade pipe joint compound should be applied to the threads, being careful not to allow any of the mixture to get over the end of the threads and be carried into the system.

U. Install the suction line valve on the header in a like manner, using the new gasket. Be sure they are bolted up tight, the same as the header proper, but do not apply too much pressure against the bolts as they will snap off.

V. Remove the flare plugs from the liquid and suction lines, and connect lines into place on the coil valves. Purge the liquid line and test for leaks. Refer to Operation No. 5.

W. Open the liquid line shut-off valve at the coil and tighten valve cap or plug. Open the liquid line shut-off valve at the compressor slightly, admitting a small amount of liquid to the coil. Close the liquid line valve at the compressor and test all around the header for leaks. If leaks are found, repair them at this point.

X. Purge the suction line. Refer to Operation No. 5 and test for leaks.

Y. If no leaks are found, open the suction line shut-off valve on the cooling coil, open the liquid line shut-off valve on the compressor, and open the suction line shut-off valve on the compressor to its regular operating position (gauges attached). Replace caps or plugs and tighten on all valves except the suction line shut-off valve at the compressor.

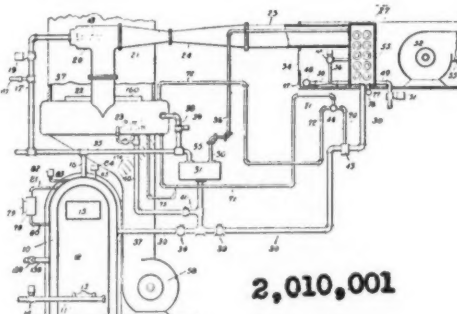
Z. Put the machine into operation and watch for frost to appear on the cooling coil. If the coil frosts up and the system operates successfully, wipe all traces of oil from the coil and header and close the refrigerator door. Check with instructor before removing gauges.

TEMS. Mahlon W. Kenney, Berwyn, Ill., assignor, by mesne assignments, to General Household Utilities Co., Chicago, Ill., a corporation of Delaware. Application March 13, 1933. Serial No. 660,446. 12 Claims. (Cl. 62-115.)

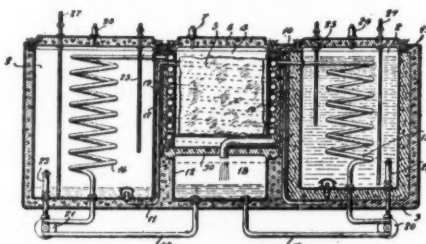
2,010,547. MEANS FOR SEPARATING SOLUTION COMPONENTS IN REFRIGERATING SYSTEMS. Mahlon W. Kenney, Berwyn, and James D. Jordan, Elmhurst, Ill., and Howard M. Threlkeld, Phoenix,

Ariz., assignors, by mesne assignments, to General Household Utilities Co., Chicago, Ill., a corporation of Delaware. Application July 19, 1933. Serial No. 681,098. 15 Claims. (Cl. 62-126.)

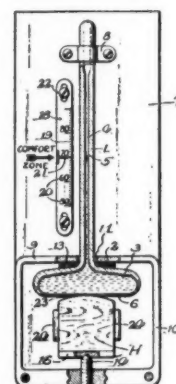
2,010,799. LIGHT INSTALLATION. Irvin J. Sexton, Greenville, Mich., assignor to Gibson Electric Refrigerator Corp., Greenville, Mich., a corporation of Michigan. Application May 20, 1933. Serial No. 671,959. 4 Claims. (Cl. 240-4.)



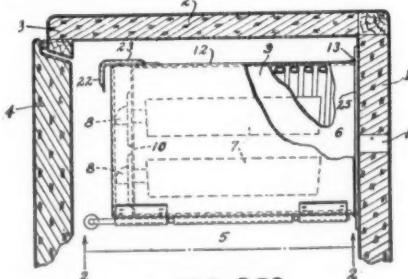
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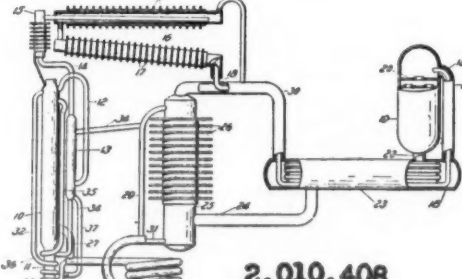
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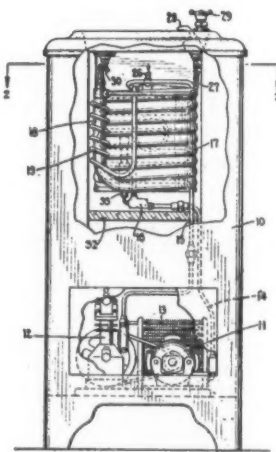
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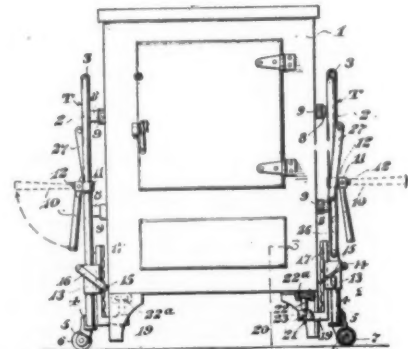
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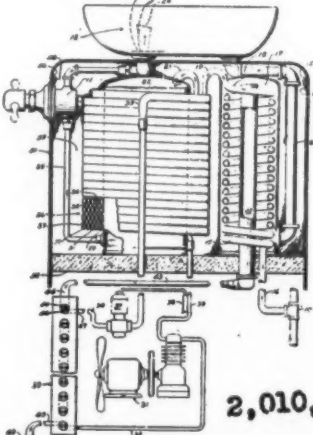
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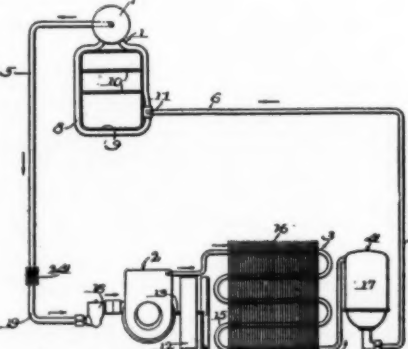
2,010,413



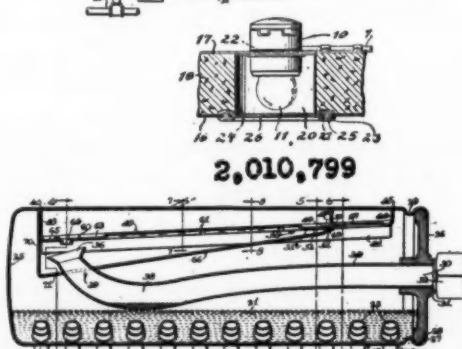
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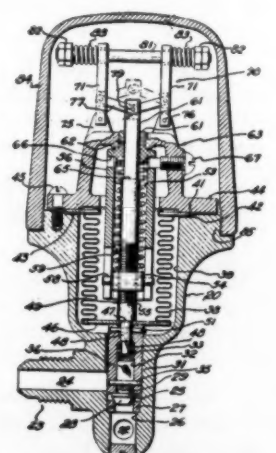
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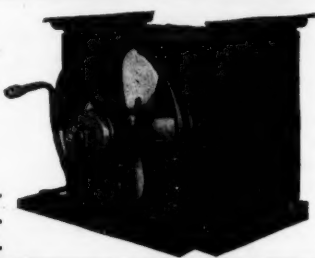
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	Electric Refrigeration News (weekly)	1935 Refrigeration Directory and Market Data Book (2 volumes)	Both Electric Refrigeration News and Refrigeration Directory
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10 or more each	2.50	4.00	6.50
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QUESTIONS

Average Retail Price

No. 2410 (Publishing House, New York)—“Will you please send us the average retail price of household electric refrigerators sold in years 1929, 1930, 1931, 1932, 1933, 1934, and if possible an estimate for this year?”

Answer: Average retail price of household electric refrigerators by years is as follows: 1929—\$292.00; 1930—\$275.00; 1931—\$258.00; 1932—\$195.00; 1933—\$170.00; 1934—\$172.00.

One power company, collecting sales figures, estimates the average unit price thus far this year to be \$174.00.

Service Policies

No. 2411 (Manufacturer, Missouri)—“In the statistical section of 1934 REFRIGERATION DIRECTORY, you devote a section to dealers survey. On page 467 you list the percentage of dealers who do their own servicing.

“Is most of this servicing charged direct to the consumer, or does the dealer handle it under a service guarantee plan at the time of purchase? In cases where the service guarantee plan is followed, what is the usual length of guarantee period—a year, or the length of the refrigerator life?”

Answer: Nearly all electric refrigerators are sold under a one-year warranty. After that all servicing is charged direct to the consumer. General Electric, Westinghouse, and Grunow offer their customers four years of service, after the one-year warranty has expired, for \$5.00 for the four-year period.

Sources of Supply

No. 2412 (Dealer, New York)—“Will you please advise us as to your REFRIGERATION DIRECTORY AND MARKET DATA BOOK, which I understand is published yearly.

“I am interested in learning where standard materials used in the various phases of refrigeration construction can be purchased.”

Answer: This book has been published in two volumes this year.

Volume 1, the 1935 REFRIGERATION AND AIR CONDITIONING DIRECTORY, lists all manufacturers of refrigeration and air-conditioning equipment, parts, materials, supplies, and accessories. The book is divided into four sections: (1) alphabetic list of manufacturers; (2) index of trade names; (3) classified list of refrigeration equipment; (4) geographical directory giving name, address, telephone number, products, and executive personnel of the various manufacturers. Also included is a separate section listing independent service companies of which we have a record, and jobbers of supplies, parts, and materials.

Volume 2, the 1935 REFRIGERATION AND AIR CONDITIONING MARKET DATA BOOK, presents all known statistical facts about the refrigeration and air-conditioning industries, including an analysis of the market and survey of distributive channels.

Toxicity of Freon

No. 2413 (Dealer, New Jersey)—“Some time ago you published in ELECTRIC REFRIGERATION NEWS, complete reports on tests made of Freon refrigeration particularly as to its non-toxic properties.

“We should like very much to have two or three copies at your earliest convenience.”

Answer: The Dec. 30, 1931, issue of the News contains the Jackson Laboratories' report and also the first Underwriters Laboratories' report on this refrigerant. The Jan. 24, 1934, issue gives the latest Underwriters Laboratories' report on all refrigerants.

Hardware Makers

No. 2414 (Dealer, Kentucky)—“Could you please give me the name of some hardware manufacturers that can make handles for refrigerators?”

Answer: Some manufacturers of hardware for electric refrigerators are as listed below:

Arcade Mfg. Co.
1212 E. Shawnee St., Freeport, Ill.
Grand Rapids Brass Co.
90 Scribner Ave., N. W.,
Grand Rapids, Mich.
Kason Hardware Corp.
127 Wallabout St., Brooklyn, N. Y.
Winters & Crampton Corp.
Grandville, Mich.

Refrigerator Exports

No. 2415 (Counselors at Law, New Jersey)—“Please advise us whether you publish a pamphlet giving statistics on the sales in the United States and exports from the United States of domestic electric refrigerators from 1924 to date, and if so, the cost of same.”

Answer: Exports of household electric refrigerators from 1929 through 1934 are published in the 1935 REFRIGERATION AND AIR CONDITIONING MARKET DATA BOOK, price \$3.00 per copy.

Frantz Water Jackets

No. 2416 (Dealer, Connecticut)—“We are desirous of obtaining some Frantz water cooling jackets but do not know what company handles this product.

“We would appreciate it very much if you could give us this information.”

Answer: Try the Frantz Refrigeration Co., 212 Penn St., Reading Pa.

Advertising Expenditures

No. 2417 (Manufacturer, Michigan)—“We are anxious to obtain a report on the amount of money spent in national advertising of electric refrigeration for the 1935 season, and are wondering if you are able to furnish this information. If not, can you advise us where we can obtain it?”

Answer: Expenditures of refrigeration manufacturers for advertising in national magazines as tabulated by the Curtis Publishing Co. is published in ELECTRIC REFRIGERATION NEWS at the end of six months and at the end of the year.

We have not as yet received this information for the first six months of the current year, but the figures will be published in ELECTRIC REFRIGERATION NEWS as soon as they are received.

Iroquois Service Data

No. 2418 (Service Firm, Missouri)—“Please mail me copies of your publication dealing with the servicing of the Iroquois refrigeration unit.”

Answer: Articles dealing with the servicing of this unit appeared in the Feb. 20 and 27, 1935, issues of ELECTRIC REFRIGERATION NEWS. Price 10 cents per copy.

Centrifugal Machine

No. 2419 (Dealer, New York)—“Am working where they have a Carrier centrifugal machine, and also several compressors. In your paper, I have never seen anything on a centrifugal machine in line with air conditioning. If you have anything on the Carrier, would you kindly send it to me?”

Answer: A story on an air-conditioning installation in which a Carrier centrifugal compressor was used, was published on page 10 of the July 31, 1935, issue of ELECTRIC REFRIGERATION NEWS. For complete information about the Carrier centrifugal compressor write Carrier Engineering Corp., 850 Frelinghuysen Ave., Newark, N. J.

Refrigeration & Air Conditioning Institute

No. 2420 (Reader, Ohio)—“Could you send me any information as to the standing of the Refrigeration & Air Conditioning Institute, 2130 Lawrence Ave., Chicago, Ill.

“Any information will be greatly appreciated.”

Answer: This concern has been in business for many years under the name of Chicago Engineering Works. We have examined the course of study on refrigeration and air conditioning and consider it very good. This Institute is approved by a number of leading manufacturers.

Consumer's Research

No. 2421 (Dealer, Mississippi)—“We have seen several copies of Consumers Research on electric refrigerators.

“We would like to know if you consider the information in their bulletins truthful and dependable and is it considered an authority on what they test or do they test?”

“We sell Norge and although last year's booklet placed Norge ahead, some other make has it this year. Any confidential information you can give will be appreciated and we are enclosing envelope for reply.”

Answer: ELECTRIC REFRIGERATION NEWS does not consider Consumers Research to be a competent authority on electric refrigeration. Comparative tests are always questionable except when the tests are made by a reliable laboratory to answer specific questions pertaining to the requirements for a definite application or set of service conditions.

Fairbanks-Morse

No. 2422 (Dealer, Indiana)—“Can you give me the address of the Fairbanks-Morse Refrigeration Co.? I am not sure I have the name spelled correctly, but I believe you will know to whom I have reference.”

Answer: Correct name of the company to which you refer is, the Fairbanks-Morse Home Appliances, Inc., and it is located at 430 S. Green St., Chicago, Ill.

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